



# DREAM TO LEAD

*Linking Adolescent Girls and Boys of Jhabua to Livelihood through  
Skill Enhancement for a Better Future*

## DISCLAIMER

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## Dream to Lead

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# कौशल से आजीविका

झाबुआ के किशोर बालक-बालिका के बेहतर जीवन के लिये

बे कौशल के संग



*Now I feel confident and strong to face the world by keeping the positive attitude to achieve my goals*

“

Name: Anita Rathore

Age: 28 years

Location: Meghnagar

Educational Qualification: 7<sup>th</sup> standard passed

Course: Garment stitching

Salary: Rs.7000-8000 per month

## Against all odds

“Kaushal se Aajeevika” project works with the objective to bring holistic development in the lives of young girls, enabling socio-economic growth for their better future.

Meet Priyanka, a young girl who has always been passionate about beauty and makeup. But lack of financial resources had acted as a bottleneck to learn necessary skills and turn her passion into career.

Priyanka was in class 8 when her mother passed away. Her father, the only bread earner, had the responsibility to take care of the family. These circumstances compelled Priyanka to leave her studies and help her father in sharing the responsibility.

Priyanka, along with her two siblings, started working as a domestic help to contribute to her family income. She also took charge of the household work as she was the only female member in the family after her mother's death.

One day she got to know about the Assistant Beauty Therapist (ABT) skill development course from one of her friends. She saw that as a ray of hope to fulfil her dreams. She knew she could learn various skills in the field of her interest and that the course would also help her earn money. Even though she had lost the hope to build a career after dropping out of school, her father encouraged her and supported her to get enrolled in the course.

She was a quick learner, and was prompt in understanding the concepts during the training. The course gave her the knowledge on various aspects such as basic information on beauty products and their pros and cons, training on operating machines and customer dealing as well.

Being an introvert Priyanka was hesitant initially in dealing with customers. The trainers noticed this and through various activities they encouraged her to come out of her shell during the personality development sessions.

With the help of the programme, she got placed at one of the beauty parlour in Jhabua and today she earns INR 2500 per month.

Priyanka always wanted to open her own parlour but had no knowledge on making a business plan, selecting the right products and place. The course also introduced her to the concept of entrepreneurship and helped her achieve her dreams. The enterprise development module, during the course, introduced her to these concepts and helped her gain confidence to set up her own parlour one day.

The programme not just helps trainees in getting skilled in a particular field but also help them build their personality through soft skills training modules. This is helping many girls like Priyanka to build a path for success and live their dreams.



*“Any kind of knowledge or skill taken should be imparted to others. The more you give, the more you get”*

“

Name: **Rashmi Baghel**

Age: **23 years**

Location: **Meghnagar**

Educational Qualification: **Bachelor of Science in Geology**

Course: **Assistant Beauty Therapist (ABT)**

Salary: **Rs.3000-3500 per month**

## Writing her **own destiny**

'*Kaushal Se Aajeevika*' project is aimed at equipping talented young girls with skill and knowledge for enterprise development who aspire to achieve big in their life, but lack of resources and financial problems have restricted them to follow their dreams. One such girl who has benefitted from the programme is Rashmi.



An intelligent and hardworking Geology graduate, Rashmi believes that education is a path that will lead to success in life. She draws inspiration from her father who works in a government school as a teacher.

“I have been raised on the principles of hard work and dedication for the ultimate success,” she asserts.

Besides her interest in studies, Rashmi is passionate about beauty and makeup and always keeps herself up-to-the-mark. Rashmi wished to equip herself with skills required for a job in the beauty and wellness sector and wanted to set up her own parlour. One of her friends referred her to the '*Kaushal Se Aajeevika*' program and Rashmi wasted no time to enrol herself in the course. She learnt various technical and theoretical aspects of the beauty and wellness sector. Rashmi's trainers observed her enthusiasm and decided to give her personalised training in 'people skills' so that she can deal with customers with confidence.

Besides learning the beauty-related skills, Rashmi was also introduced to important concepts such as work ethics and managing client. During the course her communication skills were also sharpened. And soon after completing the course, she started working. Currently, she works at a beauty parlour called 'Kashish' in a village called Meghnagar) and earns INR 3000-3500 per month. She also provides beauty and makeup services in the neighboring areas through home visits. Rashmi is content with her job and is happy after pursuing the course as she stands tall on her feet with her head held high.

Rashmi wants to continue enjoying her financial independence and feels that her marriage will be the deciding factor in her line of career. She wanted to become a teacher but her marriage will be the deciding factor whether she will be allowed to work in a school or would be able to open a parlour at home.



*“I feel proud of myself as I have fulfilled my desire to set up my own parlour and I am capable enough to look after my family financially independently”*

“

Name: **Bhavini Verma**

Age: **23 years**

Location: **Meghnagar**

Educational Qualification: **12th standard passed**

Course: **Assistant Beauty Therapist (ABT)**

Salary: **Rs. 4000-5000 per month**

## Unleashing **dreams**

Ever since her childhood, **Bhavini** has dreamt of becoming a beautician. She believed that creativity is one of her biggest strengths. She has always come up with new and innovative ideas. However, due to the lack of resources and financial problems in the family, she could not pursue her dream. She could not join any beauty school to learn the technical aspects of the profession. She even had to discontinue her senior secondary education because her parents could not afford that.

Bhavini's father worked in a local salon and he was the only breadwinner of the family. Her mother suffered from a long illness which further escalated her concerns as she had to look after the household chores and her younger brothers. And with no monetarily support from her family, she could not turn her passion into a profession.

One day, Bhavini discovered a center - "Kaushal Se Aajeevika" which provided Assistant Beauty Therapist (ABT) training free of cost. Bhavini knew that the course will equip her with the required skills and will also help her start her own enterprise. She got herself enrolled in the course. This course introduced her to a range of beautician skills - manicures, pedicures, facials. She also learnt the art of bridal makeup and hair cutting.

After rigorous sessions and practice, Bhavini has completed the course of beauty and wellness. As part of the curriculum, trainees also learnt about enterprise development.

Bhavini also learnt about enterprise development and it helped her set a vision for her future business plans. One of her trainers said, "Bhavini was a curious and active student. She has always participated in the class discussions. She leaves no place for any doubts in her mind."

After completing her course, Bhavini decided to set up her own parlour at home. Today she earns between Rs. 4000 - 5000 every month. While this course helped her fulfil her dreams, it also enabled her to contribute in the family income. She now shares expenses with her father and has become financially independent. "During festival seasons I earn more as demand is high and people like my services. I feel proud of myself as I have fulfilled my desire to set up my own parlour. It has enabled me to look after my family and have made me financially independently", she asserts. Besides running the parlour, Bhavini also has keen interest in on decorating home and interior designing with items including paintings, vase and lamps.



*“Every girl has a right to make her dreams come true. They should be encouraged to move forward as it will give a brighter future to not just her but to everyone related to her. Trust your daughters they are no less than a son”*

“

Name: **Vaishnavi Veragi**

Age: **23 years**

Location: **Meghnagar**

Educational Qualification: **12th standard passed**

Course: **Assistant Beauty Therapist (ABT)**

Salary: **Rs. 4500 per month**

## For a **better tomorrow**

Vaishali, a girl from Jhabua, was unable to continue her studies after class 12. This was because of the restricted resources available for girls and the taboo attached with working women in small towns. In a candid conversation, she talks about how girls do not get equal opportunities to work. And how they are not informed about the diverse options available for them to make informed decisions. She says girls are expected to get married and look after the family.

But she decided to write her own destiny – going against the norm and working to become self-dependent. She learned skills related to beauty and makeup at a parlour and got experience in order to set up her own business. But she felt it was not enough. She wanted to pursue a course to become a professional in the field.

After thorough research she discovered “Kaushal se Aajeevika” training centre, which provides a short-term course for becoming a skilled Assistant Beauty Therapist for no cost. Vaishali did not waste a moment to get herself enrolled in the course and learn about basic and advanced services from the professionals.

She thoroughly enjoyed the training programme, but the skills she loved learning the most were facial and bridal makeup. By the end of the training program, she became an expert and was considered one of the best trainees for using the right technique and providing the comfort to the customers. Her trainers were extremely happy to see her progress and they believe she is all set to start her own salon.

Vaishali is proud of her achievements. She said delightedly, “I feel to have achieved a sense of satisfaction, especially when customers prefer me over others at the parlor. I feel strong and motivated to work harder and earn respect in the society”.

Vaishali is currently working at Kashish Beauty parlour, and earns INR 4,500 per month and is working hard to set up her own parlor soon. Through the financial stability gained after the course, she is prepared to face any challenge with courage. The course has helped her improve her thought process and has also broadened her pathways through important skills such as personality development, entrepreneurship, life skills, and career counselling.

Her parents are also proud of her achievement. Her father asserts, “Our daughter has become confident after the course. She is actively looking for the right opportunity and working hard to make a better future for herself as well as for us. As a good multitasker, she is now managing her work and household responsibilities with full dedication and enthusiasm.”



*“Nobody should give up on their dreams. Maybe not directly but indirectly everyone's dream will come true if you keep the spirit high. Just believe in yourself and everything will be yours”*

“

Name: Ritu Sharma

Age: 23 years

Location: Jhabua

Educational Qualification: Bachelors of Arts

Course: Assistant Beauty Therapist (ABT)

Salary: Rs. 5000 per month

## Dreams **Never Die**

There are many young boys and girls who are unable to pursue their dreams due to financial reasons, social issues, etc. One of the major reasons is also the lack of awareness and knowledge regarding career choices.

“Kaushal se Aajeevika” project aims to encourage young girls and boys to bring out their talent and

capabilities and achieve their dreams. It provides support and helps them break barriers and achieve greater heights.

One such girl who has benefitted from this programme is Ritu from Jhabua.

A bright young girl, Ritu always dreamt of becoming a lawyer. But because she did not the right guidance after completing class 12, she was unable to take steps in the right direction to fulfil her dream. She then realized her interest in taking up the profession of a beautician. But she did not have required skills to find a suitable job.

A friend told her about the course of Assistant Beauty Therapist being run by “Kaushal se Aajeevika” project at a centre near her house. She went to the centre to enquire about the course and decided to join it.

During the course, she learned various skills such as facial, waxing, threading, bridal makeup, saree draping, hair style, etc. Out of all these her favorite were hairstyle and makeup. And her trainers helped her polish her skills. “They motivated me and guided me at every step. They encouraged me to practice it and showed enough confidence in me”.

Ritu takes up assignment and visits home in her locality to provide beauty related services. Her

clients are happy with her services. And this has given her confidence and motivation to work harder. Apart from the skills she learned, she was also guided on her academic interest.

At present, she is working in a parlour in Jhabua and she earns INR 4000 per month. In addition to this, she also earns INR 5000 through her home visits.

They say dreams never die. So is the case with Ritu. She still dreams of studying law and she continues her studies with the money she is earning. This way she is not even adding financial burden to her family.

During the course she was also trained on enterprise development and sharpened her communication skills. She wishes to start her own parlour soon where she could provide platform to other girls like her who look for opportunity to stand on their own feet and build their future.

While people in the community discourage her to provide home services. But her parents have shown confidence in her and are standing by her side. She calls this her biggest achievement.



*“Never lose hope. Make use of every opportunity so that you never regret”.*

“

Name: **Hemlata Chouhan**

Age: **18 years**

Location: **Meghnagar**

Educational Qualification: **Bachelor of Arts 1st year**

Course: **Tally**

Salary: **Rs. 5000 per month**

## Aspirations

“Kaushal se Aajeevika” project recently introduced a new course on Tally as per the need in the district. It got huge response from the community. Young girls and boys were motivated to take up the course and build their career in the profession.

The basic skills required includes calculation and accounting. Along with boys many young girls were keen



to take up the course. One such girl is Hemlata.

Hemlata was very young when her father passed away. Her mother had to take up the entire responsibilities on her shoulder. But she worked hard to ensure her children continue studying. But later due to financial crisis, Hemalata had to drop out after class 12.

A soft spoken and family oriented stood by her mother. When her mother went out to work, she took care of the household chores and also looked after her younger siblings. One day she met members of mobilising team who encouraged her to learn new skills and take up the course of her interest at the centre “Kaushal se Aajeevika”.

This came as a ray of hope for Hemlata. She showed interest in the Tally course and soon got enrolled herself in it.

While pursuing the course she learned accounting, operating computer and it also helped her improve English speaking skills. She was fully dedicated to the course and is now an expert in these skills. “Even in a small place like Jabhua, the fact that young girls and boys have stepped out of their homes to learn shows the kind of change it is bringing. We can become self-reliant by pursuing this course. Now I wish to do higher studies and pursue MBA.”

Soon after completing the course she got placed in a medical shop as an accountant. There she worked for some time. She wanted to take up graduation course and thus left the job and continued her studies with the money she earned.

To support her family financially, she has taken up a part time job with a firm, where she handles their account and manages to earn around INR 4000 every month.

Hemlata is a self-dependent and confident girl today. With her courage she is taking up every step in the right direction. The course also helped her bring lot of positivity in her life and have made her strong enough to face any challenge. The biggest happiness for her, she says, is the fact that she has started speaking in English which was very difficult for her earlier. And the fact that she can operate computer makes her role model for many.



*“Now I feel empowered and will create a change in the society by counselling the girls who are scared to think about their future”*

“

Name: Jagruti Solanki

Age: 18 years

Location: Meghnagar

Educational Qualification: 2nd year of B.Com

Course: Tally

Salary: Rs. 5000 per month

## The sweet taste of **success**

Often girls are not encouraged to be financially independent and ambitious. While they might have the caliber to choose a career and make decisions for themselves. They often face discouragement and lack support from their families, which makes it difficult for them to become self-reliant.

And then there are some like Jagruti. An ambitious young girl who breaks the norms set by the society and

decide to fulfill her dreams and make her parents proud.

Jagruiti is currently pursuing graduation in Commerce. She loves playing with numbers. “My passion is to learn accounts and finance”.

Due to a financial crisis in the family, she wanted to take up the job while studying in the college. But due to lack of specialization related to accounting and finance she was unable to find a job. She wanted to become a helping hand to her family and also wanted to gain some practical knowledge.

And the opportunity was waiting for her, she got to know about the Tally course started by “Kaushal se Aajeevika” program. Programme mobilizers made her aware of the course and she got enrolled. She gained a lot of interest during the training as the topics taught were related to her own studies and she could understand everything quickly.

During the training she also learned to operate the Tally software and GST related work. This was a new experience for her. Beside this the course also helped in polishing her English speaking skills. She thoroughly enjoyed the course.

Jagruiti has a vision for her future. Now she aims to do higher studies and become a professional in the field of finance and accounting. She was also trained for appearing for interviews for placement. This has helped her become more confident.

Today she is working with a firm called 'Shivam Consultancy and Services' in Meghnagar where she looks after accounts and GST. She has become an expert in this field and is earning INR 5000 per month.

Jagruiti has now set a higher goal in her life. She wants to study further.

During the course, she was also trained on developing their own enterprise which enlightened many like her to set up their own businesses. Jagruiti says earlier she was not aware of this. “The girls in my community are never taught how to set up or manage a business. I am grateful to my trainers who taught me this and encouraged me to take this as a challenge.”

Her parents are proud of her and the fact that she is a confident girl who has all the courage to take her own decisions.



*“The zeal to learn and curiosity to know will make you cross all the hurdles of life and you will achieve the best”*

“

Name: **Vaishali Bhabhar**

Age: **20 years**

Location: **Meghnagar**

Educational Qualification: **3rd year B. Com**

Course: **Tally**

Salary: **Rs. 4000 per month**

## Dream Big!

“Kaushal se Aajeevika” program has always aimed at bridging the gap between aspiration young girls and boys and the resources available to build their capacities. This initiative is focused on developing skills for a brighter future for them.

Vaishali is one such girl. Full of enthusiasm, she dreams of becoming the District Collector. She believes

every girl has the right to dream big. And with the right support and resources, they can fulfil those dreams. Vaishali says while she was lucky enough to get support from her parents and siblings, she did not have the resources to pursue her dream. “I do not know what subjects one must study to appear for such exams. Also there was no one to guide on how to fill the forms for the same”.

She also had to face the financial crisis. She has a big family and her father is the sole bread earner who could not help her much in getting the right information. She wanted to support her family financially while pursuing her studies. She wanted to help her father in raising her younger siblings.

One day while coming back from college she met the team of mobilizers of the program “Kaushal se Aajeevika” who told her about various courses in the centre and how they are enabling young minds in getting right skills and employment. She took up this opportunity and decided to take up the Tally course. As she had completed graduation in Commerce, this course would further enable her to sharpen her skills. Apart from the theoretical knowledge, the course enabled her gained the experience through practical application.

Initially she did face some trouble as she was unable to work on the Tally software. But with extra attention from the trainers she quickly learned the software. “I had never worked on the software. So it was a bit difficult initially. But my trainers helped me understand the concepts and work on the software”.

Like many other she too got exposure of enterprise development.

Vaishali says she is a different person today. With the right knowledge and skills, she feels more confidence and is ready to take on the world.

The programme also helped her get the right guidance for pursuing her dream of becoming the District Collector. She was given detailed references on how to prepare for the government exams. “I am very thankful to the program “Kaushal se Aajeevika” as it gave me much more than I could ask for”.

After the completion of the training she was interviewed by various firms working in the sector of accounts and finance. She got placed in one of the firms in Meghnagar and today she earns INR 4000 per month.



*“Never lose hope. Opportunity always comes”*

“

Name: **Rajendra Bhuriya**

Age: **18 years**

Location: **Meghnagar**

Educational Qualification: **12th standard passed**

Course: **Tally**

Salary: **Rs. 6000 per month**

## Never Lose **Hope**

Rajendra, a young and ambitious boy, has always dreamt of becoming a banker. He believed that a job in a reputed bank can give a secured future to him and his family. But the financial crisis at home acted as a roadblock and he could not pursue higher studies post class 12. That left him deeply demotivated. He could not find an opportunity to do a job as he also lacked in skills such as English speaking, computer operation, etc.

But life had some plans for him. One of his friends told him about “Kaushal se Aajeevika” centre and various courses it runs, which could help him get the right skills for a suitable job.

Rajendra did not waste any time and got enrolled in the Tally course. He was quite hopeful that the course would open door of opportunities for him. The course helped him learned various aspects of the subject such as the software, filing GST, accounts etc.

He was a quick learner and his zeal to learn made him master the skills. Seeing his hard work, Rajendra's trainers were extremely happy with his progress.

Rajendra was quite hopeful to join the banking sector one day. During the course he was also trained in soft skills such as communication and personality development. It helped him develop confidence and he successfully cracked the placement interview. Today he is working at a firm in Meghnagar and earns INR 6000 per month.

He is extremely happy to contribute to his family income and take the responsibility on on his shoulders.



*"It is not always possible that what you wish you get. But one should dream big".*

“

Name: **Manish Garwal**

Age: **19 years**

Location: **Meghnagar**

Educational Qualification: **Bachelors of Arts**

Course: **Tally**

Salary: **Rs. 6000 per month**

## Never Stop **Dreaming**

“Kaushal se Aajeevika” program has been conducive in identifying, encouraging and supporting youth who are ambitious and have the potential and have the zeal to achieve big in life, but are unable to because of lack of resources.

Manish had always dreamt of pursuing higher education and become a professor. But life had other plans.



The financial crisis in the family forced him to change his plans. Later his father met with an accident which further worsened the financial position of the family. As most of their savings was used for his treatment. And Manish had to leave his graduation studies.

Manish felt helpless. Seeing his family conditions, he was forced to take up a job to financially support his family. He started looking for a job in the accounts and finance sector.

But with no professional skills, it was hard to find a job. He had to face multiple rejections because he had no specialised degree or certificate in the sector. He was quite disheartened.

One day he met the programme mobiliser who told him about the program in detail and also about various the centre was running.

He developed interest in the Tally course and was hopeful that the course would help him get a job. After taking the detailed information about the course he joined immediately it as he was given the surety of placement after the training.

During the training he learned various aspects of Tally including the software operation, GST filing, maintaining the balance sheets, etc. He was a quick learner and had eye for details. His trainers were impressed by his dedication.

Beside this, training on personality development and enterprise development also helped him develop confidence to speak in front of many people. With the help of trainers Manish appeared for interviews by various business firms in Meghnagar and was also selected. At present, he is working with a business firm in Meghnagar. He files GST and handle work related to income tax. He earns INR 6000 per month which is helping him to support his family financially. But he still dreams of becoming a professor. He is working hard to earn enough so that he can continue his studies.



*“Never stop dreaming because no time is same. We should always look high up in optimism”.*

“

Name: **Narendra Singh Bhuriya**

Age: **26 years**

Location: **Meghnagar**

Educational Qualification: **Bachelors of Arts dropout**

Course: **Mobile repairing**

Salary: **Rs. 2500-3000 per month**

## The journey **called life!**

For Narender and his family, having two meals a day was a luxury. His father was the sole earning member of the family and his income was not enough to meet the basic needs of the family.

The situation at his home was tough, making him negative towards life, he gave up on his dreams as he could not pursue higher studies. Narender started helping his father in the field and during the off-season,

he used to travel to Gujarat in search of work earning Rs. 250/day. But these are now things of the past.

One day while working on field, the mobilizer of the programme told him about “Kaushal se Aajeevika” program, aimed to support the youth who lacked the resources to enhance their skills.

He enrolled for mobile repair course and learned the various aspects of repairing a mobile hardware and software. He enjoyed the course and was also given training for Enterprise Development which was particularly helpful in learning important business skills. With the help of the session, Narendra gained the vision and confidence to set up his own small stall of mobile repairing.

He was also given training in personality development in which he was taught how to deal with customers, how to quote prices for different services etc. “I am very grateful to this programme as I could gain skills and earn the confidence to do work and earn money.”

He got a placement from the centre in a mobile repair shop in Rambhapur, Jhabua and is earning Rs.2500-3000 per month. He dreams to set him own business of mobile repairing.



*“I am happy and confident now. I want to learn and earn more and become a successful person in life. Everyone should keep the urge of learning then only they can achieve more”*

“

Name: **Madan Singh**

Age: **24 years**

Location: **Meghnagar**

Educational Qualification: **2nd year Bachelors of Arts**

Course: **Mobile Repairing**

Salary: **Rs. 9000-10,000 per month**

## Dreams **never die**

Being the eldest son in the family, Madan had lots of responsibilities on his shoulder. He had put his ambitions and his dreams on the side to meet the needs of his family.

His father is a farmer and his income was not enough to meet the needs of the family. Madan while pursuing his bachelors was also working part time as an electrician but his income was still not sufficient as

the work was not permanent.

Due to lack of any specialised skill or educational qualification, Madan couldn't earn well or find a stable job. While his search for a good job continued, he got to know about "Kaushal se Aajeevika" which offers various skill based courses to youth and provide employment.

Out of the various course being offered, he was keen in mobile repair. He immediately enrolled and was given training on mobile hardware among other topics. He was very excited to learn the various technical aspects such as repairing the screen, battery, keypad, buttons, mic, etc. He was educated on all the steps involved in operating a mobile phone. A quick learner, Madan gave his best and practiced a lot during the training classes and became an expert in mobile repairing.

He was also introduced to the modules of Enterprise Development and soft skills which trained him on how to set up a business including planning and executing a business plan, communication skills and customer care. " If i don't understand the needs of my customer, my technical skills will be of no use. The soft skill trainings really helped me on that aspect."

Madan has set up his own shop of mobile repair in Meghnagar where he repairs all kinds of hardware problems in mobiles and also offers mobile recharge service. He earns anywhere between Rs. 9,000-10,000 in a month and is also working as an electrician.



*“Before exploring the world explore yourself. To know the hidden talent in you so that by using them you can make a different life”*

“

Name: **Jamna Gohri**

Age: **17 years**

Location: **Meghnagar**

Educational Qualification: **10th standard passed**

Course: **Garment stitching**

Salary: **Rs. 2500-3000 per month**

## The unstoppable

Jamna always dreamt to be independent: hold a respectable job and earn money for herself and her family. A school-going girl full of enthusiasm, she had to leave her studies due to medical problem in her family. The eldest of three siblings, she now had the responsibility to look after her family. She dropped from school after completing grade 10 and was at home for the next few years. But her dream to work outside her home didn't die. She got to know about the skill development centre “Kaushal se Aajeevika”

which had opened in Meghnagar through her friends. The centre offered various skill courses that assured of employment. Jamna visited the centre and was told about the courses, she was keen on garment stitching. While she was excited to start the course, she was also nervous and fearful of leaving the comfort of her home. With support from her family, she joined the training program.

She learned various things in the course such as: how to operate the sewing machine, cutting clothes, different types of stitching, making frocks, blouses, petticoats, etc. She showed full dedication in the training and therefore learned everything with accuracy. Her trainers found her to be a good observer and a quick learner.

Apart from learning stitching, Jamna was also trained on personality development and given classes on personal grooming, speaking and customer care. "I have not only mastered the skill of stitching but have also gained confidence to talk to people. This training program not only made me aware of the talent I had but also gave me the confidence to take decisions for myself."

Through enterprise development training, Jamna got a vision to set up her own business. After completion of training, she was offered a job in a tailoring shop but she refused as she wanted to open her own business. Initially, she worked from home and got orders from people living nearby for stitching and alteration of clothes. She earned a good amount of money through this and bought a new sewing machine.

She has now set up a tailoring shop in her house along with doing household chores. Currently, she is earning Rs.2,500-3,000 per month and aspires to earn more in the future.



*“Never hesitate to learn as opportunities do not come again and again. There is no right age of becoming independent and strong.”*

“

Name: Anita Rathore

Age: 28 years

Location: Meghnagar

Educational Qualification: 7th standard passed

Course: Garment stitching

Salary: Rs. 7000-8000 per month

## Wings to fly high!

Anita was in class 7 when her family went through a major financial crunch due to poor agricultural season. Anita had no other option but to drop out from school as her father the only earning member of the family who could no longer support her education. It was a turning point in her life.

She started to help her father in the fields to compensate for the losses. In the agricultural off season, she



took up labour work to earn some extra money. At such a young age she was burdened with responsibilities. She was married at a young age and she felt that the door to her dreams was now closed.

Post her marriage, she was in better financial position but she wanted to be independent, take up some work which she was unable to. She became a part of a group called Rathore SHG which helps women socio-economically. One of her friends from that group told her about “Kaushal se Aajeevika” centre which aimed to encourage the youth to fulfil their dreams and become independent. Anita went to the centre to understand the various courses being offered. She was always fascinated by clothes and decided to go for garment stitching.

Initially, she was hesitant to go to the centre but her will to work for herself and passion for clothes made things easy. She was regular at attending the classes and learned everything quickly. Soon, she knew the basics of stitching and also the technical aspects of stitching by hand as well as by machine. “She has a hunger for

learning more and contributes by giving innovative ideas” said her trainers.

She was also given training on Enterprise development and soft skills. Anita also got an opportunity to display her work in Rakshabandhan haat. From there she gained a lot of first-hand experience in marketing and sales which boosted her confidence. She got so motivated by her experience at the haat that even thought of starting her own enterprise in Amlipathar village.

The course made her feel empowered and confident. “I have not only gained skills but also respect. Now I am independent to take my own decisions on how to spend my money”.

She was also motivated by her family to set her own business. Anita became an inspiration to many women who got married at an early age to work again. She is earning Rs.7,000-8,000 per month from her own tailoring shop set up at her home.



*“One should never get disheartened and lose hope. There are always ups and downs in life but we should learn from them and move ahead.”*

“

Name: **Papita Khaped**

Age: **17 years**

Location: **Meghnagar**

Educational Qualification: **9th standard passed**

Course: **Garment stitching**

Salary: **Rs. 3000-4000 per month**

## Dare to **dream big**

Dreams of a girl are never paid heed to, at least this is the case in most of the villages. But there are some girls who dare to dream big. Papita had to drop her schooling after 9th standard due to her family's financial situation. Her father is a mason and mother works in the field. Papita left her studies to look after the house and her younger sibling. At an age when she should be nurturing dreams, she was burdened with household work. After spending some time doing household work, Papita thought of earning money.

But it was a challenge finding a job as she didn't possess any skill or higher education qualification. But she did know little stitching but did not have a sewing machine. The financial condition of her family was worsening each day which lowered her confidence.

She did not want to lose this important time of her life when she could work hard to earn and make her and her family's life better. During this time, she got to know about the program "Kaushal se Aajeevika" which aims to equip youth with skills and provide them employment. Papita decided to take training under this program and visited the centre with her friend to inquire about the various courses. Little nervous initially, the trainers at the centre made her comfortable by encouraging her to learn and earn.

She enrolled in the garment stitching course and was trained on various techniques of stitching clothes such as how to operate a sewing machine, different types of stitching, etc. Initially she did find it difficult picking up the various techniques but the trainer at the centre provided

her with all the support and extra time.

She was also given training on enterprise development where she was educated about the various aspects of setting up the business "For the first time, I got such an exposure. This has really helped me gain knowledge and confidence to work. Now I dream for my future and want to set goals for myself".

Now, she is working from home and also bought a sewing machine. She gets order in bulk for stitching of blouses and simultaneously she is doing the alteration work also. Her income is Rs. 3,000 - 4,000 per month which helps her to support her family.



*“Everyone has the right to fulfill their dreams. If something of your choice is not happening today, it will surely happen tomorrow just keep making efforts towards it”*

“

Name: **Pooja Lavar**

Age: **20 years**

Location: **Meghnagar**

Educational Qualification: **9th standard passed**

Course: **Garment stitching**

Salary: **Rs. 6000-7000 per month**

## Dreams **unlimited!**

Pooja suffered from anaemia because of which she missed classes in the school regularly. Her parents were unable to afford her treatment and therefore had to drop out from school.

She loved stitching and always dreamt of opening her own boutique. There was no lack of talent but there were a lot of roadblocks such as lack of required skills, no one to guide her and her family's financial

condition.

Completely engrossed in her family and the household work, Pooja was confined to her house and started to lose confidence. She decided to come out of this situation and started altering clothes from her home. People living nearby started coming to her and she started earning INR 200 per month. But she wanted to scale it up for which professional guidance was required.

While doing alteration work, she met our mobilizer who told her about the “Kaushal se Aajeevika” programme which offers skill courses to youth. Pooja became curious and showed interest in visiting the centre. On visiting the centre and interacting with the trainer involved, she was motivated to undertake the training and enrolled herself.

Pooja was a quick learner since she was practicing stitching for a long time from her home. She mastered the skills and also stitched many clothes during her training period. Since she was interested in setting up her own boutique she was also given training on

enterprise development. The training gave her the vision to scale up her business. During the training she clarified all her doubts and gained the confidence to open her own boutique.

She then bought a sewing machine for herself and started getting orders from many people. Pooja now earns Rs. 6,000-7,000 per month. “At the time of weddings and festivals, I get a lot of orders that I don't have any time for household work”.

Pooja is now a confident and independent girl also helping her family financially.



*“One should always take forward the skills already there in them. It gives you the confidence to achieve anything in life”*

“

Name: **Laxmi Khatediya**

Age: **21 years**

Location: **Meghnagar**

Educational Qualification: **Bachelor of Science**

Course: **Garment stitching**

Salary: **Rs. 4000-5000 per month**

## My life, my rules!

An ambitious young girl, Laxmi was a Bachelors in Science. She always dreamt of setting up her own business. She wanted to study further but due to her family's financial crisis she could not. Laxmi, a forward-thinking girl wanted to live life on her own terms. When her family asked her to drop the studies and earn to support the family, she was very disheartened.

But she did not lose hope. She started taking home tuitions to earn money but was not happy. She applied for various jobs but could not get through any as she lacked the skills and qualifications. While searching for a suitable job, she met the team of “Kaushal se Aajeevika” who told her about the program and the opportunities it provided to youth. After going through the details of the various courses being offered by them, she enrolled for garment stitching.

A regular at classes, she already knew the basics of stitching, therefore, it was easier for her to learn the techniques. “She is a keen learner and always had innovative ideas,” her trainers said.

She was given training on how to cut cloth, operate a sewing machine, make different types of blouses- Laxmi learned all this with great accuracy. She also took training on enterprise development and soft skills. From here, she got an idea for starting her own business and how she can attract customers.

After successfully completing the training, Laxmi opened a stitching shop near her home. She also advertised by putting a small hoarding. People loved her work and she started to get orders in bulk, earning INR 4,000-5,000 per month.

She now wants to expand her stitching business and save money for higher studies.



*“I feel strong and empowered as I can support my family. Every girl should work for as she has a full right to make a bright future”*

“

Name: **Kamini Rathore**

Age: **18 years**

Location: **Meghnagar**

Educational Qualification: **Bachelors of Arts**

Course: **Garment stitching**

Salary: **Rs. 5000-6000 per month**

## Positivity galore!

Kamini was desperate to break the cycle of poverty and be self-reliant. An optimistic girl, she was full of positivity despite facing a lot of problems since childhood, financial crunch being the most critical. Her mother, the only earning member used to stitch clothes to make ends meet and she made all the efforts for Kamini to complete her bachelors.



But as luck would have it, Kamini's mother lost her eye sight and their financial condition worsened. Kamini started stitching clothes to meet the daily needs but the income was not enough.

Kamini knew basic stitching but wanted to learn more so that she could expand her work and earn more. She was discussing this with her friend who told her about “Kaushal se Aajeevika” programme which trains youth. Kamini immediately went to the centre and took all the information regarding garment stitching course. Trainers told her about the course curriculum and assured her of employment upon completion of the course. Kamini couldn't be happier. This is what she was looking for.

During her training, she learned everything very quickly and was happy to learn how to stitch suits, kurtis, frocks, palazzos, etc. Her work was appreciated by her trainers and upon successful completion of the training, Kamini was also given

sessions on Enterprise development in which she was given ideas on how to set up her business and expand it. Post training, the number of orders went up and with that her income. She now earns between INR 5,000-6,000 per month.

Kamini now supports her family financially, and wishes to open her own shop and further scale up her business. Her mother and the trainers are her constant guide. Armed with knowledge and skills, she is able to give innovative ideas and suggestions to her customers.



*“This course has changed my life completely. It gave an opportunity to become independent and empowered. I feel I can fly high and live life as per my choice”*

“

Name: **Poonam Bhuriya**

Age: **22**

Location: **Meghnagar**

Educational qualification: **9th passed**

Course: **Garment Stitching**

Salary: **Rs. 3000-4000 per month**

## It's **never** too late!

Girls like Poonam are taught not to dream of a career or job. Unable to clear her class 10 exams, she dropped from school as her family was not supportive. She started helping her mother in the household work and at 19, she got married. Busy in her new life with so many responsibilities, she had no time for herself but deep in heart she always wanted to study further and be independent.

Mother of two, aged four and two she was always fearful of marriage. But had no choice and had to give in to marriage. She loved stitching different kinds of clothes for her children in her free time. She always dreamt of opening her own stitching shop but due to lack of support from her family, confidence and resources, she was unable to do so.

One day while she was in the market, she met the project mobilizing team who were educating people about “Kaushal se Aajeevika” program and the different skill courses it offered to the youth to help them gain employment. She got interested in the garment stitching course. But the road ahead was not easy; as her family was not supportive. But she convinced her husband and joined the course.

She learned to stitch various kinds of garments during training she learned but she enjoyed stitching children's clothes the most. “Poonam's enthusiasm to learn different styles of stitching

made a very positive and active environment during the classes”, said one of the trainers.

With this training, Poonam was also introduced to the sessions of Enterprise development which included modules on how to set up your own business, resources and knowledge required. This training helped her to gain confidence required to set her own stitching shop and also the various steps involved in opening a shop.

Upon completion of the training, Poonam bought a sewing machine and started stitching from home. She was the only person in her nearby villages who was stitching clothes for children upto the age of five. Soon her work started getting appreciation and she started to received large orders. Beside stitching clothes for children, she was also stitching blouses and petticoats. Poonam started earning Rs.3,000-4,000 per month and acquired new confidence in talking to others and taking her decisions.



*"I always wanted to live my life on my conditions. Hardwork and dedication are the key mantra for success"*

“

Name: **Shanti Vasuniya**

Age: **22**

Location: **Meghnagar**

Educational qualification: **10th passed**

Course: **Garment Stitching**

Salary: **Rs. 5000-6000 per month**

## Work **first!**

Forward-thinking Shanti believes in gender equality and believes men and women should equally share the responsibilities. She got married at 18, had three kids but continued working from home-stitching clothes.

A class 10 dropout, she left school as her parents wanted her to get married. But she was clear, she won't

let go of her individuality and therefore continued working. She always wanted to pursue higher studies and work in Government sector but due to her family's financial crisis and responsibilities she could not pursue.

Poonam knew her strength was in stitching but she lacked the knowledge to expand her work. She looked for various training courses but could not enrol because of high fees and the timings also didn't suit her. One day the mobilising team of “Kaushal se Aajeevika” program was in her locality educating people about the various courses being offered at their centre.

She enrolled for garment stitching course and learned to stitch different kinds of garments. She was already aware of the basics of stitching so the course helped her to learn the more complex techniques easily. She also helped her batchmates as she was quite experienced in this field.

She also attended the training on Enterprise development after the completion of skill training where she gained knowledge to open her own shop. She also learned how to deal with customers and ways to expand her business.

After the completion of her training, she opened her stitching shop with her friend. They distributed pamphlets and hung hoardings to reach to more people. She has become famous in her village and the villages nearby. Shanti is now earning INR 5,000-6,000 per month and is quite happy.

Garment stitching course under the “Kaushal se Aajeevika” programme not only gave her an identity as a person but also gave her the confidence to reach new heights.





## About Us



The UNICEF office for Madhya Pradesh works in collaboration with the state government to support it to make strategic shifts and help accelerate and sustain progress towards the Millennium Development Goals. UNICEF also works with various departments, district administrations, elected representatives, NGOs, the mass media, and women, youth and children's organizations to realize the rights of children of Madhya Pradesh.

In partnership with the government and civil society, successful models in health, nutrition, education, wise water management, sanitation, decentralized planning have been developed and are delivering results for children and women. UNICEF in Madhya Pradesh has a strong partnership with the media both in the government and private spheres.



**Development Alternatives (DA)** is a premier social enterprise with a global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA **focuses on empowering communities** through *strengthening people's institutions and facilitating their access to basic needs*; **enabling economic opportunities** through *skill development for green jobs and enterprise creation*; and **promoting low carbon pathways for development** through *natural resource management models and clean technology solutions*.

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