

CareNShare

VOLUME X
(JULY - SEPTEMBER 2019)



HIGHLIGHTS



1. The Career Development Centres at Katni (Madhya Pradesh), Balasore (Odisha) & Roorkee (Uttarakhand) trained 215 candidates and facilitated placement to 73 candidates.



2. The Tobacco Control Programme at Nasik (Maharashtra) in association with Salaam Mumbai Foundation organized activities like trainings and workshops for Govt. teachers, health and block level education officials, anti tobacco pledges during oath taking ceremony, display of tobacco free messages and slogans during festive events. 1647 people directly reached out through these set of activities in this quarter.



3. Everest Football Academy at Coimbatore, offers 3 years certificate course (training) to local children. 112 new candidates including 9 girls were enrolled for the structured football training program.

About Everest Foundation - Building Foundation

Everest Foundation is committed to enhancing the livelihood and living conditions of communities. Our approach is to get proactively involved in their economic upliftment and improve their living conditions. Everest Foundation primarily focuses on training and skill building, health, hygiene and sanitation, education, art and sports promotion, environmental sustainability and community empowerment. The Foundation has developed programs which are innovative, sustainable and create value for every stakeholder. The Foundation also promotes Individual Social Responsibility (ISR) and facilitates social change by engaging with privileged individuals and motivating them to participate in the creation of a better society. We at Everest Industries Limited, aim to collaborate with individuals and enterprises to develop sustainable action agendas that can improve the world we live in. Our programs have reached out to 16 districts across India.

CSR Initiatives – Empowering the Nation



Building Master Training - Building skills of the project partners

The Building Master Training (BMT) is a flagship programme of Everest Foundation which aims to build skills of construction workforce who can provide complete building solution to its customers and improve their economic condition. The programme is approved by National Skill Development Corporation (NSDC).

This year, BMT is being implemented in 7 States, targeting more than 1500 marginal construction workers in partnership with Construction Industry Vocational Training Council (CIVTC), Sattva Media & Consulting Ltd, IL&FS Skills Development Corporation Ltd, Basix Academy for Building Lifelong Employability Limited and Ambuja Cement Foundation. To build the capacity of partners to deliver the programme effectively, Training of Master Trainers (ToMTs) were organized in Roorkee (Uttarakhand), Blasore (Odisha), Coimbatore (Tamil Nadu) and Katni (Madhya Pradesh). In these ToMTs, total 34 Master Trainers were trained in structural fabrication, roof sheet installation, application of board products, entrepreneurship skills and project delivery & management. The trained MTs are further engaged to train the candidates across all target locations.

Extracurricular activities - Imperatives in skill enhancement

In Today's constantly changing environment, extracurricular activities help people in social networking and integration, improve essential life skills i.e. self confidence, emotional intelligence, time management, conflicts, team building etc.

Everest Career Centers are organizing various activities for the holistic development of youths such as sessions by employees and external people on financial inclusion, digital banking, importance of safety at workplace, gender equality, GST and financial management, time management, new era communication technologies, importance of sports in life, ill effects of Tobacco. Group discussions, role plays, painting and rangoli competition and Ice breaking activities are also regular activities at Everest Career Centers in Roorkee, Katni and Balsore. These activities are synchronized with regular trainings and being conducted under structured plan and target. Every year more than 900 students are participating in these activities across all 3 career centers.



Little champ made a positive change at home...

Shreya, 4 years, Rajapur, Yeola, Nashik

The impressionable mind of Shreya had learned about the harmful effects of tobacco consumption through her teacher Mr Balaji Naikwadi. Mr Balaji conducted a session in Shreya's school and shared about the health and financial bankruptcy caused due to tobacco consumption.

Shreya decided to help her mother, Ms. Shobha, to quit the habit. She discussed her mother's tobacco addiction with the teacher. The first time when Shreya spoke to her mother about the ill effects of tobacco consumption, she paid no heed. Shreya then told her mother, "I always need you by my side, and this addiction can take you away from me". She even began hiding the tobacco-box to prevent her mother from consuming tobacco. Shreya's relentless efforts finally paid off when Ms. Shobha realized the ill effects of her addiction. She quit the habit of tobacco consumption and her family is a tobacco-free family today.



ISR Initiatives- Everest Heroes

Everest partners in the mission to root out hunger and poverty

19 crore Indians sleep hungry every night. Everest Industries has joined the country's fight against hunger and poverty. The 5th edition of 'Anna Daan' provided 1,30,000 meals in Delhi-NCR and 7 other states. A total of 597 employees, workers, transporters and vendors of Everest, across the country, benignly contributed to the Anna Daan and collected 14,553 kg of non-perishable food grains which was handed over to Delhi-Gurgaon Food Bank Network, orphanages and old age homes.



He rushes to help when people were in severe need..

Incessant rains in many parts of the country have caused immense loss of life and property. Amongst the other flood affected states, Maharashtra was one of the severely hit places where thousands were devastated. Kolhapur is one of the 5 districts of the state which battled from unprecedented flood situation.

Mr. Abdul Raheman Patel, working for marketing division of Boards & Panel unit of West Zone has shown, how an individual can help in such situation and make a difference. Mr. Abdul, who lives in Kolhapur, extended a helping hand to 60 flood affected families by helping them to move to safer places using his own vehicle. He also supported the families with cooked and packed food, medicines, clothes etc.



Sessions by employees which enriched knowledge of the youths!

Under employee volunteering initiatives, 19 employees from Kymore, Bhagwanpur & Somnathpur works came forward in this quarter & visited the career development centers at their respective locations. They took multiple sessions on topics like personality development, employment trends in India, safety, financial inclusion, entrepreneurship skills. They were also engaged in the mobilization activity 'ASKB' with the centre team.

Through these involvements the employees shared their knowledge and become guiding force for the youths. Such initiatives by employees also build the responsible image of company and penetrate brand 'Everest' deep in the community.



Insight

Role of CSR in bridging the skills gap

There has been national debates surrounding unemployment and most of the proposed solutions involve boosting creation of jobs. But, are we sure that job creation would only help in decreasing the unemployment rate? The statistics about the unemployment rate in India amongst the youth paints a dismal picture. As per the data from CMIE (Centre for Monitoring Indian Economy), the urban unemployment rate rose by a fraction from 8.89% in November, 2019 to 8.91% in December, 2019; and, in rural India, the unemployment rate grew sharper from 6.82% in November, 2019 to 7.13% in December, 2019. However, India was below the global average of 13.2%, which may still look like a ray of hope for us.

Experts argue that 'lack of opportunities' is a concern. But when we dive deep into it, there is a greater concern – 'lack of skills.' The data of National Sample Survey says, out of 470 Million people in working age, only 10% receive any kind of training or access to skilled employment opportunities. It shows that there is a huge mismatch between demand and supply of skilled workforce and employment opportunities. Although, there has been an initiative taken by the Government of India i.e., "Skill India Mission" which aims at creating a skilled talent pool of 500 million by the end of 2020, still there is a long way to go. Apart from government initiatives, the Indian Corporate sector also plays a huge role through Corporate Social Responsibility (henceforth referred as CSR). Through CSR, corporate organizations are improving the scale, quality and sustainability of "Youth Skills Development Programme".

The standard and quality of education plays a vital role in employment. If the quality of education does not match the job, it becomes the root cause of youth unemployment. Out of many developing countries, the highest rate of unemployment is among the people with only primary education or even less; however, higher education does not guarantee a decent job either.

CSR can help in understanding the skills gap by doing analysis of desired skill vs. available skill. Lots of futuristic skill areas are the focus point. Enhancing the new-age skills helps fresh job seekers, small entrepreneurs and experienced employees. Reviving the traditional skill with modern conventional skill will help those who are in need to upgrade their skills. There are many jobs that do not require high school diplomas; this implies that these job opportunities are ideal for those who may not have completed their formal education. However, there are prerequisite skills, which are needed to perform such jobs. For instance, quite a few of these opportunities demand specialized skills that require specific training, like the role of a carpenter, plumber, painter, technician, mobile technician, home appliances installer, etc.; they simply need a set of skills on innovative technologies.

CSR plays a very important role in creating a pool of talent, which helps in bridging the skill gap between demand and supply of "workforce". There is a large pool of untapped talent that lacks specialized training. Unlike a traditional college education, which requires many years and a lot of money, specific vocational skills training is readily available and more affordable, offering fast-track solutions to those looking for opportunities to enter these fields. In the real context vocational education programs have made a real difference in the lives of countless young people nationwide; they build self-confidence and leadership skills by allowing students to utilize their unique gifts and talents.

CSR has been successfully addressing and eradicating the skills gap problem existing in India's workforce. When you empower the youth through skills, it enhances their motivation, the socio-economic development of the nation, the access to untapped skilled workforce, which will further provide access to investment and funding opportunities, and open the path to entrepreneurship. CSR plays an important role in sustainable development of the talent pool. Corporates have the expertise, strategic thinking and resources to facilitate a wide social change. Effective partnerships between corporates, NGOs and the government will place India's social development towards sustainable growth. As per the changing market demands, the need of the hour is the development of a CSR framework that can play a vital role in the creation of 'New Age Skilled India,' so that corporates can contribute towards building up effective employable resources.

Subhransu Mohanty

GM and Head – Human Resource
Everest Industries Limited



CARENSHARE

Everest Foundation, D - 206, Sector 63, Noida 201301

Phone: 91-120-4791800 | Email- carenshare@everestind.com