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# ANNUAL REPORT

Krishnashray Gurukul SEDI

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SKILL &  
ENTREPRENEURSHIP  
DEVELOPMENT  
INSTITUTE

# PREFACE

We are extremely happy to share the Annual progress report of Krishnashray Gurukul Skill & Entrepreneurship Development Institute, situated in Mathura, Uttar Pradesh. Krishnashray Foundation and Ambuja Cement Foundation collaborate to enhance skill of rural unemployed youth. The partnership was established in the year 2019. Ambuja Cement Foundation has knowledge and expertise to provide skill training and Krishnashray Foundation supports the organization financially. In just few initial years this collaboration has yielded great outcome and impacted lives positively and the association has become even stronger, mutually supporting each other.

Ambuja Cement Foundation was established in the year 1983 with the aim to hone and sharpen the community's skills and strength. It is an enabler through various initiatives that impart knowledge via water resource management, agriculture and skill development programs. ACF works on a pan India level to strengthen communities for sustainable agriculture, water resource management and enable youth to acquire skills which secure them with sustainable jobs in the market. In the report, we described the progress of Krishnashray Gurukul SEDI.

·This report contains the measures taken by Krishnashray Gurukul Foundation.

·The report presents a gender wise data of trained & placed youth.

·We also mentioned the strategies and methods we used to mobilize potential trainees in village areas also the placement strategies to place them in reputed companies.

**Achievement: This year we got partnered with AU Foundation and Godrej Salon- i, big milestone for this year and many more to achieve.**

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## KRISHNASHRAY FOUNDATION

Krishnashray Foundation is a non-profit charitable trust registered u/s 12A/12AA and u/s 80G of the Income Tax Act 1961. The Krishnashray Gurukul project is on a mission to provide mentorship to Youth (Male & Female) for underprivileged communities in order to develop them into socially conscious leaders.

Krishnashray Gurukul carries out its mission with 3 P's that are integral components to the program: **Power, Purpose and Platform**. Our aim is to equip the leaders for the future with knowledge and skills right at the grassroots. To enable the rural youth with opportunities to enhance their skills, dignity, and financial status. Within 5 years, Krishnashray Gurukul is targeting to provide skill training to **5000 Youths** in the area of Jatipura and small villages near Mathura and helping them in improving their economic conditions.

Krishnashray Gurukul SEDI (Skill & Entrepreneurship Development Institute) is a charitable initiative running in partnership with Ambuja Cement Foundation (ACF) from June 2019. Association with a renowned organization like ACF helps us improve our course content and more importantly have proper systems and processes in place, following a unique model of skill training, that motivates and counsels' youth, offers them a tailored program designed to meet the employment needs of businesses within their areas, and find good jobs in and around their districts. After placement, rural youth face many challenges as freshers. In order to increase retention, we provide ongoing mentoring and support to help transition them into employment.

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## AMBUJA CEMENT FOUNDATION

Ambuja Cement Foundation (ACF) ([www.ambujacementfoundation.org](http://www.ambujacementfoundation.org)) is an independent, pan-India development organization, committed to generate prosperous rural communities. ACF believe in the vast, untapped potential of rural communities and the unstoppable power of the people that live there. With investments in water, agriculture, skills, women, health and education, ACF enable 'livelihoods' as a pathway to unleash that potential.

Partnering with like-minded corporates, Governments and others, ACF work collaboratively with communities to solve pressing community problems – empowering local people to be the catalysts and drivers of change.

Ambuja Cement Foundation work in the following developmental programs & priorities:

1. Skill and Entrepreneurship Development with gainful employment (SEDI)
2. Water Resource Development & Management
3. Agriculture & Livestock Based Livelihood
4. Women Empowerment
5. Health & Education

Skill and Entrepreneurship Development Institute (SEDI) is established to promote productive employment and micro-enterprise targeting rural youth who are from economically weaker section, school dropout or those who left out of the mainstream. SEDI is an initiative by Ambuja Cement Foundation started in 2006 and over the years has gained credibility of a reputed skill development institute. ACF having 35 SEDIs in pan India.

For the last 3.5 years, Krishnashray Gurukul is associated with Ambuja Cement Foundation under ACF's Skill and Entrepreneurship Development Institute (SEDI) vertical, ACF now manages the entire gamut of activities for Krishnashray Gurukul like training, placement and post placement support with all the processes and good practices. This association is a part of ACF's partnership program and not out of ACF CSR.

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## COURSES OFFERED BY KRISHNASHRAY GURUKUL SEDI



1055 Graduates

663 Placed

11907/- Average  
Salary

70%  
Retention

44% Females  
Participation

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## MOBILIZATION

Mobilization is the crucial part of our project, Our Aim is to reach the appropriate target group .

Last Year, our mobilization outreach has been increased from **40 villages to around 100 villages** of Mathura and Bharatpur District. Trainees from around 80 KM come to take training at Krishnashray Gurukul SEDI. Some of them also stay as paying guest in nearby areas.

2022-23

## MOBILIZATION METHODS

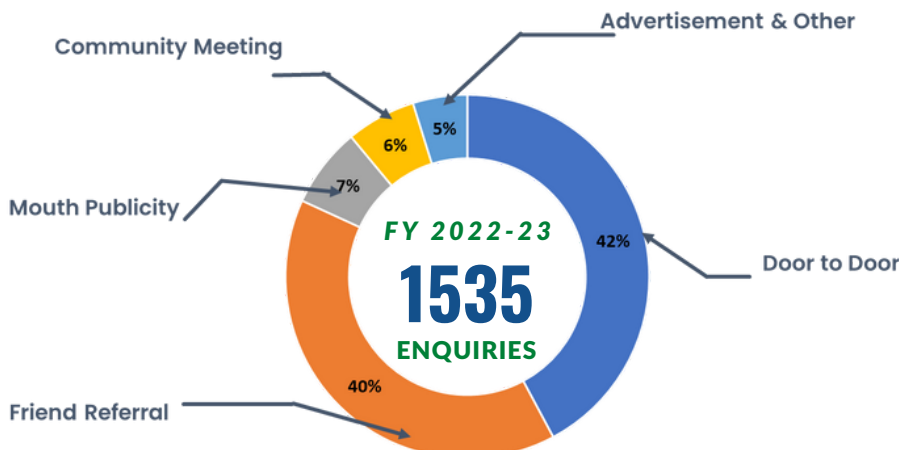
**Friend Referral &  
Door to Door**



**Rozgar Rath &  
Awareness**



**Community Meeting  
& Advertisement**



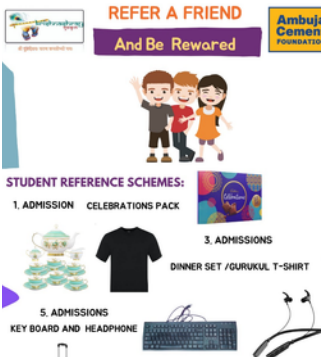
## MOBILIZATION INNOVATIONS



**01** *Formation of Mobilization Enhancement Team (MET) Cluster Rajasthan*



**02** *4 days Training of Mobilization Officers at Ahmedabad, Gujarat*



**03** *Strengthen Friend Referral Method*



**04** *Awareness Rallies By Trainees & Team Members*



**05** *Increase Liasoning with Sarpanchs etc.*

**33%**  
Turnup  
Ratio  
from  
enquiries

**41%**  
Turnup  
Ratio  
In **female**  
enquiries

**88%**  
Enquiries  
from the age  
group of  
**18-25**

**77 %**  
Enquiries  
from **Door  
to Door &  
Friend  
Referral**

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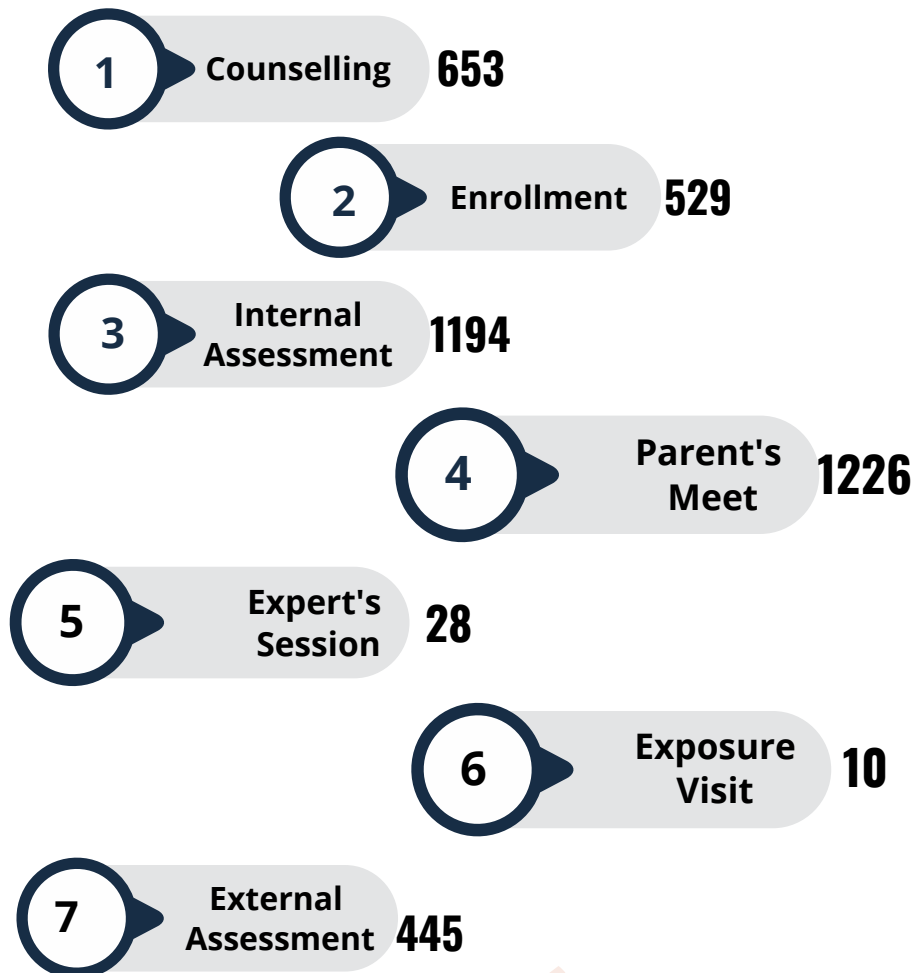


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## TRAINING

60 to 70 days training session includes 50% Practical session, 30% theoretical session, and 20% soft skill session. We also make them participate in extracurricular activities like role plays, Nukkad Nataks, Dance, Group Discussions, Group Presentations, Mock Interviews, Experts Sessions etc. to boost their confidence and communications skills.

## JOURNEY OF TRAINING



**491**  
Graduates



**308**  
Male  
Graduates

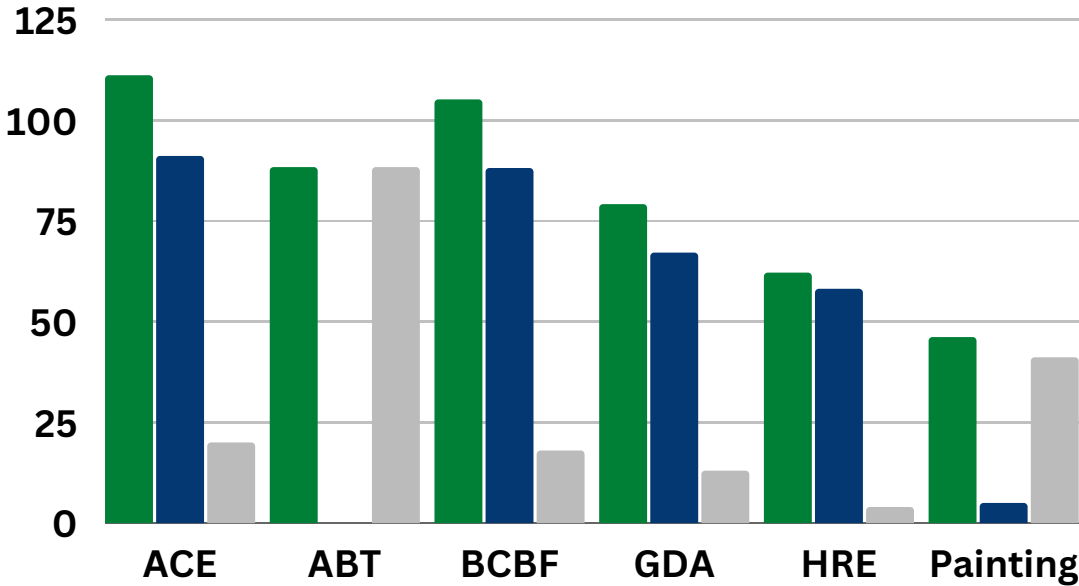


**183**  
Female  
Graduates

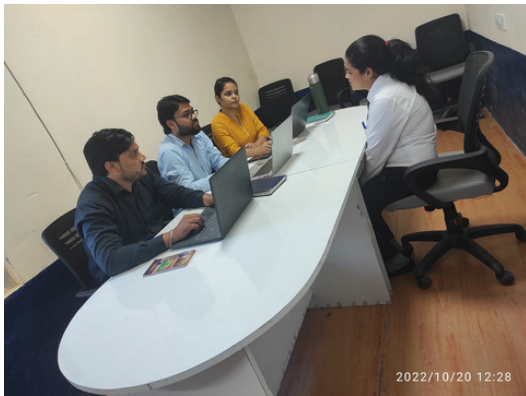
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## TRADE WISE TRAINED

■ Trained ■ Male ■ Female



## TRAINING INNOVATIONS



**01** *Strengthen Mock interviews of trainees*



**02** *Transport support to needy candidates*



**03** *Appreciation to star performers & their mothers*



**04** *Support in upskilling of the trainees for their career progression*

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## UPSKILLING SUPPORT FOR ALUMNI

At Krishnashray Gurukul SEDI, Along with 2 years of placement support, we also support our trainees to upskill themselves for better career progression.

This initiative has been started with two female trainees who have taken 2 Months of training as Assistant Beauty Therapist but as per market demand, we upskill them with 1-month training in Nail Extension & Nail Art with the help of Gurukul Well-wisher **Shree Rohit Maheshwari Ji**, owner of 5 High-end salons of Triss Private Ltd. at Agra, Mathura, Noida, and Gurugram.

After training both the trainees are successfully working at the Triss Salon from past one year.

With the same model, we wish to upskill around 50 students in the coming Financial Year



It was a phenomenal experience; I have never imagined with such basic studies I can be a financially independent girl. Initially I was very afraid but Gurukul not only helped me financially but also mentored me during the difficult. I am really glad that I choose to do course in Krishnashray Gurukul SEDI, Gurukul is life changer for me. Now I have money, respect and happiness in my life. Thank you entire Gurukul family.

**Neetu Karn**



Gurukul plays an important role in my life, I got married at very early age and I have two daughters but I always want to do work and earn so I decided to join Gurukul but my aspiration was very limited but in Gurukul I realized by true potential and I want to do something unique and big then I got opportunity but finance was always a hurdle for me but Gurukul helped me to overcome this hurdle and I am very happy now. My Daughters always respected me as mother but now they respect me as a person. All thanks to Gurukul

**Ruby Pathak**

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## PLACEMENT

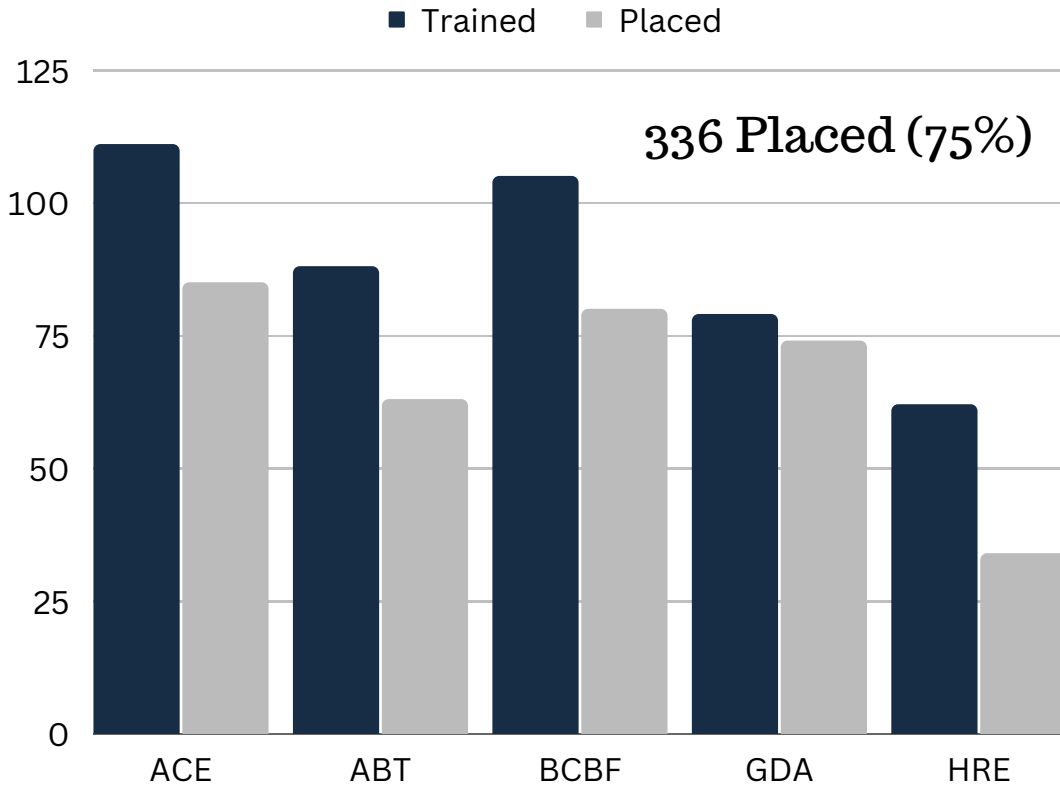
Krishnashray Gurukul SEDI have tie-ups with **more than 50** renowned companies & brands that offer employment to the trainees. Post the training period, Placement cell takes up the responsibility of identifying relevant job opportunities for the trainees as per trainees' sector and also monitors the well-being of placed trainees at the workplace. Krishnashray Gurukul is gradually getting improved in its placement status and starting **salary range** offered to the trainees. After placement, we provide 2 years handholding to the trainees and track their graph.

## PLACEMENT INNOVATION



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## TRADE WISE TRAINED & PLACED



## SUCCESS THAT INSPIRE US...

  <p><b>AJAY</b> VILLAGE - KHERA DEEG (RAJ.) COMPANY NAME : AAJI CARE MONTHLY SALARY CTC : 17,000 INR WORKING LOCATION: MUMBAI</p>	  <p><b>SHIVANI KUNTAL</b> VILLAGE - SONKH COMPANY NAME : JUMIO INDIA PVT. LTD. MONTHLY SALARY CTC : 22,827 INR WORKING LOCATION: JAIPUR</p>	  <p><b>KAUSHAL KISHOR</b> VILLAGE - BALDEO, MATHURA COMPANY NAME : SHRIRAM FINANCE LTD. MONTHLY SALARY CTC : 18380 INR WORKING LOCATION: MANESAR</p>
  <p><b>AARTI</b> VILLAGE - BAROLI, BHARATPUR COMPANY NAME : HCG HOSPITAL MONTHLY SALARY CTC : 10,948 INR WORKING LOCATION: JAIPUR</p>	  <p><b>KRISHAN KANT</b> VILLAGE - BAROLI, BHARATPUR COMPANY NAME : ARCGATE MONTHLY SALARY CTC : 17,800 INR WORKING LOCATION: UDAIPUR</p>	  <p><b>SHAILU SHARMA</b> VILLAGE - GOKUL COMPANY NAME : IGLOBE SOLUTIONS MONTHLY SALARY CTC : 15000 INR WORKING LOCATION: JAIPUR</p>

2022 = 23

# TESTIMONIAL

**Employer Feedback**



★★★★★

Dear Mahesh ji & Mahendra Ji  
It our pleasure to working with  
Krishnashray Gurukul Foundation &  
You people always support us for our Male  
GDA candidates requirement for our Pune  
& Mumbai locations,  
You both have done excellent coordination  
at the time of video interviews of the  
candidates.  
We would like to hire more candidates from  
Krishnashray Gurukul Foundation in  
coming future.  
Thank you!!

**Priya Chavan**  
SR. HR Executive  
Aaji Care Mumbai

**Employer Feedback**



★★★★★

Dear Mahesh Ji,  
Greetings of the Day!

It is great pleasure to have candidates from  
Krishnashray Gurukul Foundation for our  
company and we are looking forward to hiring  
more candidates from your foundation, and  
bring up them in having a wonderful career  
with us.

**Shahrukh Khan**  
Manager  
SLO Technologies Private  
Limited

**Employer Feedback**



★★★★★

Dear Mahesh,  
I really appreciate all of your support and help in  
fulfillment our requirement. It is great pleasure to have  
candidates from your foundation for our company and we  
are looking forward to hiring more candidates from your  
Krishnashray Gurukul foundation and bring up them in  
having a wonderful career with us. You've been right  
there, helping out wherever and whenever needed for  
these past few months. It is grateful for us to connect  
with you and getting brilliant candidates from your  
foundation.  
I appreciate your assistance very much and look forward  
to continuing our collaboration.  
Thanks & Regards,

**Vanshika Gupta**  
HR Executive, INNOV

2022-23



# EXPOSURE VISIT



**Optimus Electronic Pvt. Ltd.  
Noida**



**Sagwan Hospital  
Goverdhan, Mathura**



**Nixxor Unisex Salon,  
Bharatpur**



**Arcgate (Non - Voice KPO),  
Udaipur**



**Triss Salon Pvt. Ltd.,  
Agra & Mathura**

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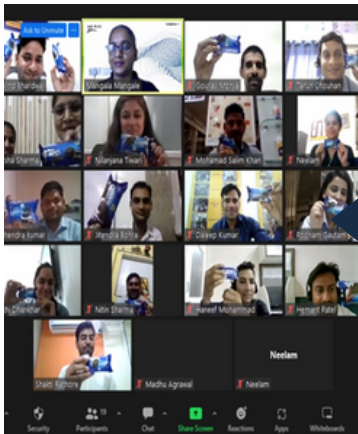
# TEAM CAPACITY BUILDING



**TRAINING ON  
TRAINING  
METHODOLOGIES**



**TRAINING ON  
NURSING SKILLS**



**TRAINING ON  
PLATFORM  
SKILLS**



**TRAINING ON  
GENDER**

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## GUIDANCE FROM LEADERS



**Ms. Pearl Tiwari Ma'am**  
Director & CEO, Ambuja Cement Foundation



**Mr. Ravi Nayse Sir**  
Vice President (Skill), Ambuja Cement Foundation



**Mr. Manoj Agarwal Sir**  
General Manager, Ambuja Cement Foundation

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## VIRTUAL WALK BY CHAIRMAN SIR



It was great experience to hear from **Shree Narotam Sekhsaria Sir Chairman of Ambuja Foundation**.

Around **3000 students** from all **35 SEDIs** in PAN India connected virtually and got a chance to interact with him.

Sir shared his life experience and struggles with the students. He also cleared the doubts of many students regarding work life balance, choosing career etc.



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## PLAN FOR FY 2023-24



**Establishment of New Premises  
Centre of Excellence**



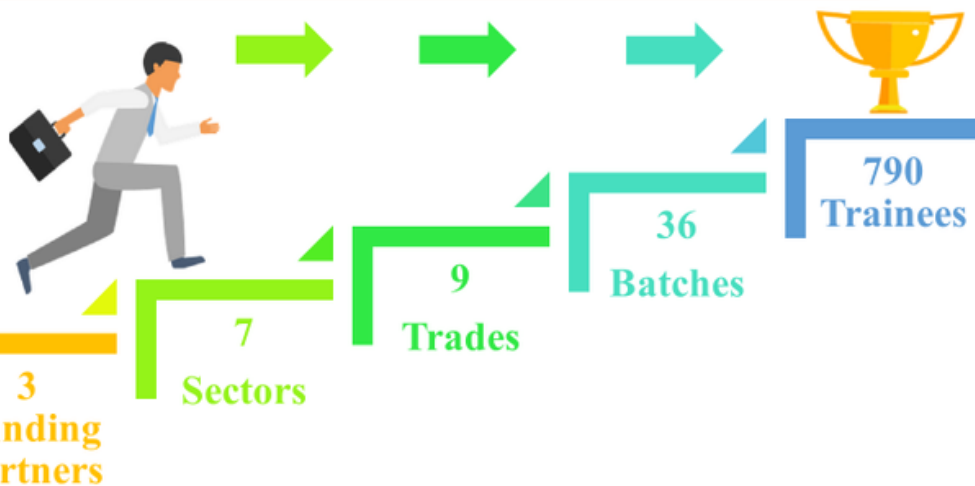
**Target of 800+ youth to be trained**



**Start of new trades like Assista Electrician,  
F&B Services and Front Office Associate**



**Increase in placement ratio as well as in salary band**



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For More Details Kindly Visit Krishnashray Gurukul  
SEDI, Near Binani Guest House, Jatipura, Goverdhan,  
Mathura -281502

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