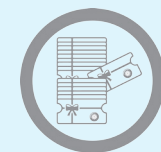




# Accelerating Skills through Vouchers

## An Implementation Guide

### Selection & Counselling



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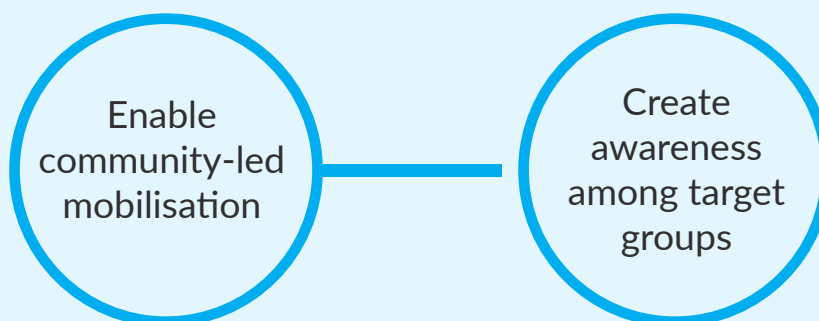
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# SELECTION & COUNSELLING

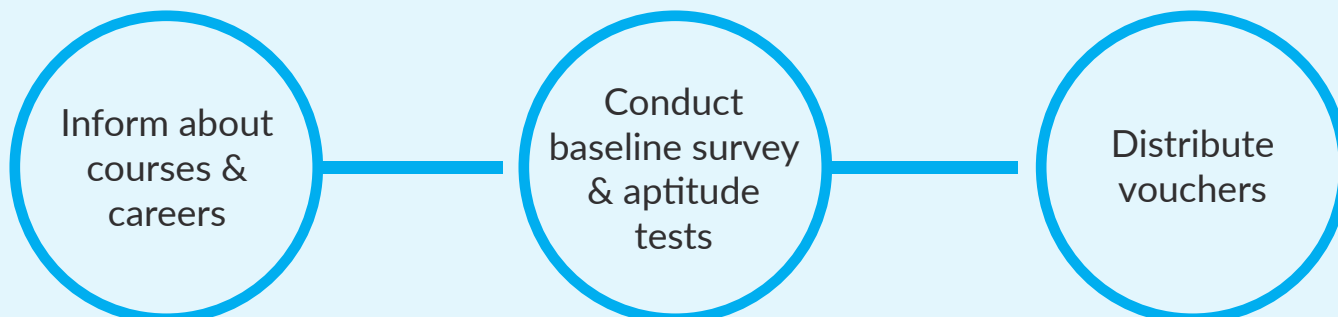
## INTRODUCTION

This component of Vikalp helps the beneficiaries select the training course that best fits their interest and aptitude. This process follows the initial mobilisation of the target communities. The Operation Associate would have identified the communities, established points of contact and informed them about Vikalp.

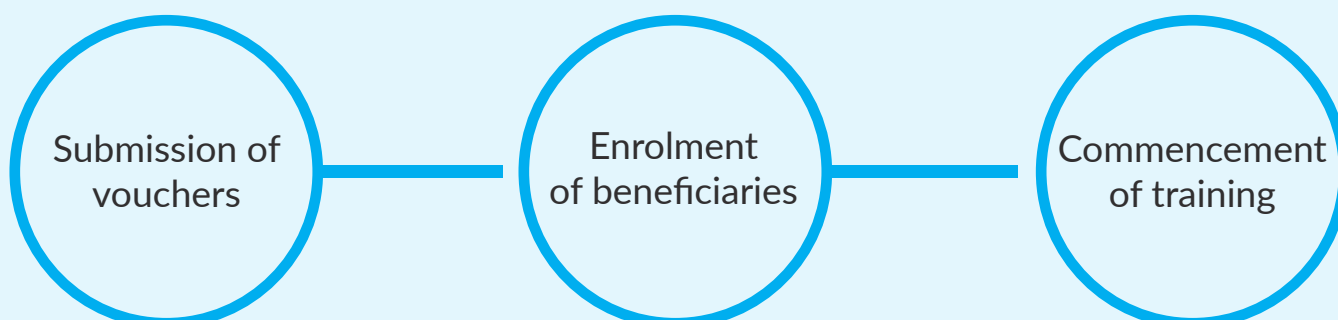
### Step 1: Centralised mobilisation



### Step 2: Career awareness melas

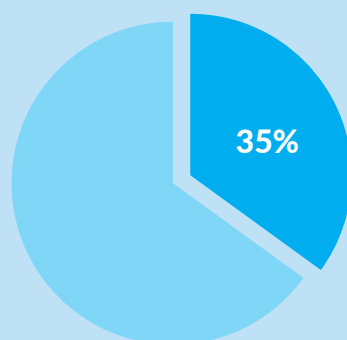
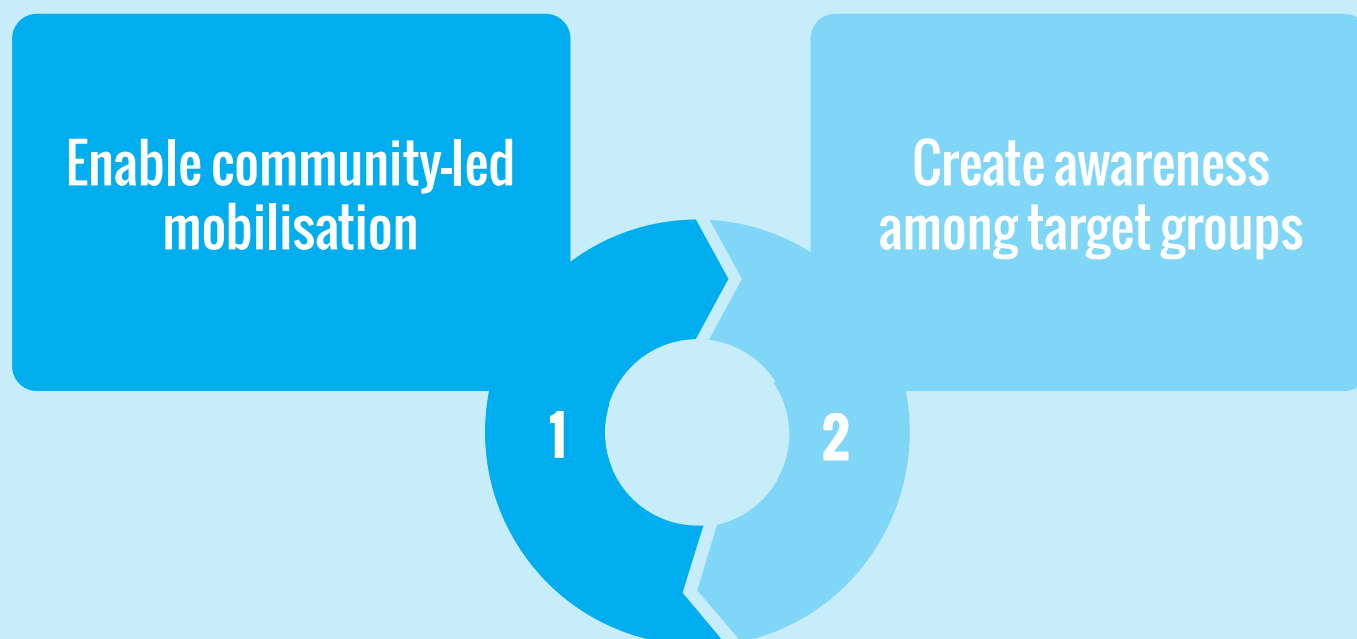


### Step 3: Final enrolment



# STEP 1

## CENTRALISED MOBILISATION



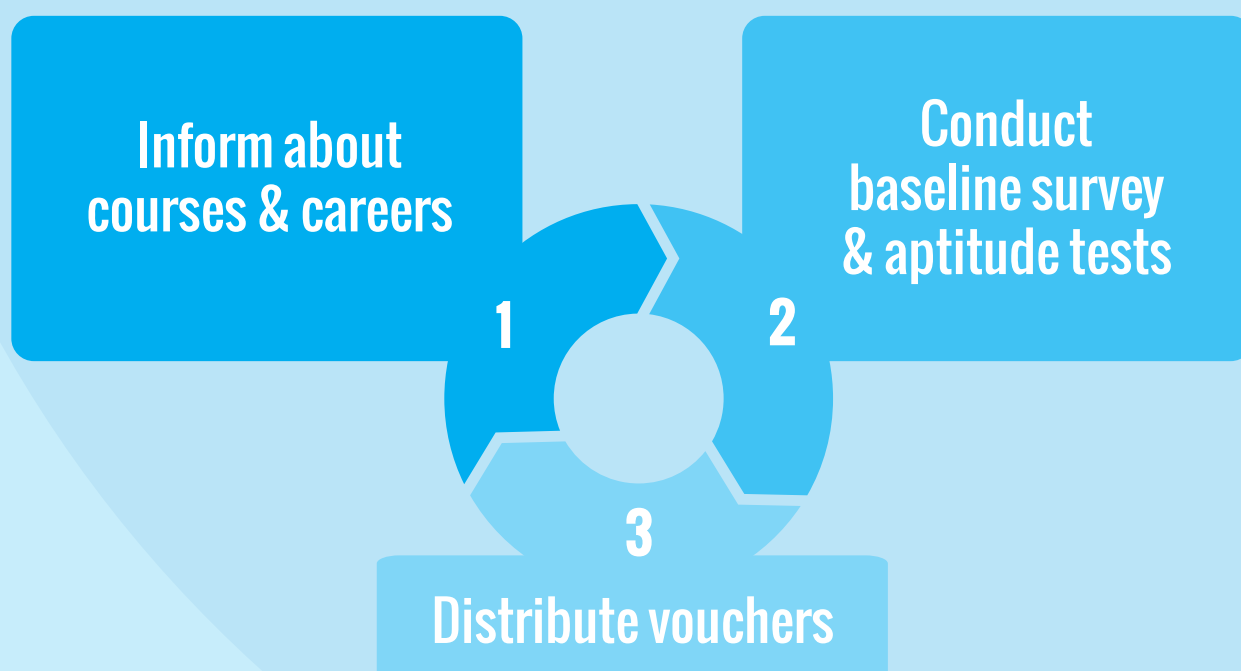
35 out of every 100 youth who attended the career awareness *melas* enrolled for Vikalp.

This enrolment rate illustrates the effectiveness of target groups' involvement under Vikalp's unique mobilisation model. Under this model:

- **Creating awareness among the target groups** through community leaders and youth leaders enables direct dissemination of information and increased participation at the career awareness *melas*.
- **Community-led mobilisation** enhances awareness about skill training as the key to employability and the wide range of career options available through Vikalp.
- **Informing the beneficiaries of the choice** they have to pick from different courses at different institutes, is critical.

## STEP 2

# CAREER AWARENESS *MELAS*



Information dissemination through multiple platforms, such as newspaper advertisements, radio announcements, social media tools like WhatsApp and SMSes, is highly effective in building awareness about Vikalp. Using such diverse platforms provides more choice in terms of information channels used by the target groups, thereby ensuring a wider reach.

In Vikalp, the career awareness *mela* is a key information dissemination platform. This unique mobilisation and career counselling platform informs the beneficiaries about the project and helps them make the right choice of career and course that best suit their interest and aptitude.

The career awareness *melas* are preferably held on the premises of the empanelled training institutes. They are conducted in two rounds, with the first round providing insights to improve strategy and effectiveness in the second. A detailed logistics plan for the *melas* is provided in **Annexure 1**.

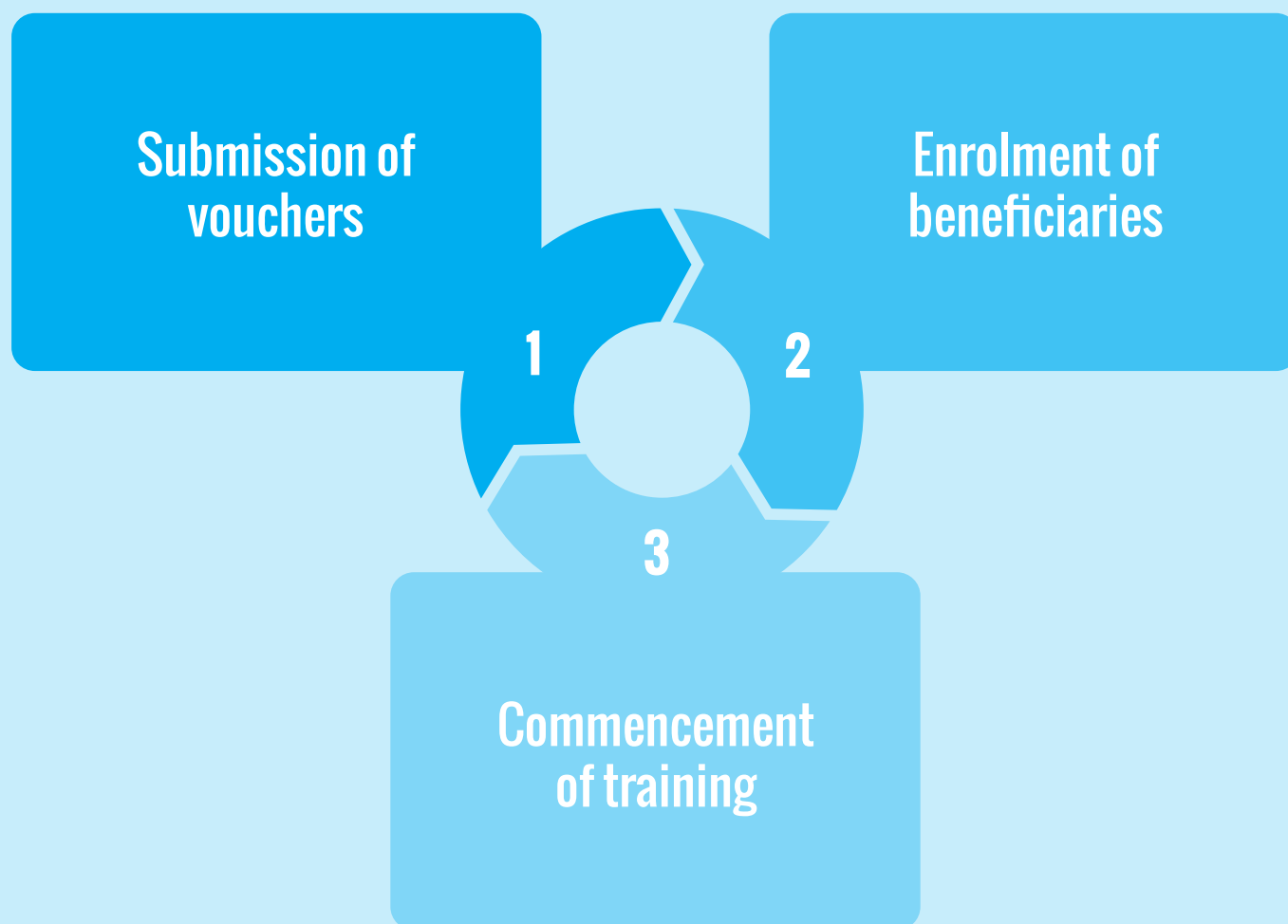
The career awareness *mela* features:

- **Presentation on the project** objectives, the voucher model, courses and careers offered, training institutes, course locations and fees (**Annexure 3 on CD**)
- **Baseline survey** to map candidates' expectations before and after counselling (**Annexure 2**)
- **Awareness session on courses**, career prospects, expected salary and placement opportunities
- **Aptitude tests** to assess candidates' capabilities and interests
- **Vouchers issued** to candidates, asking them to indicate their top three preferences for courses and institutes

Candidates are required to complete their application and submit vouchers for the selected courses at the training institutes within a week to ten days.

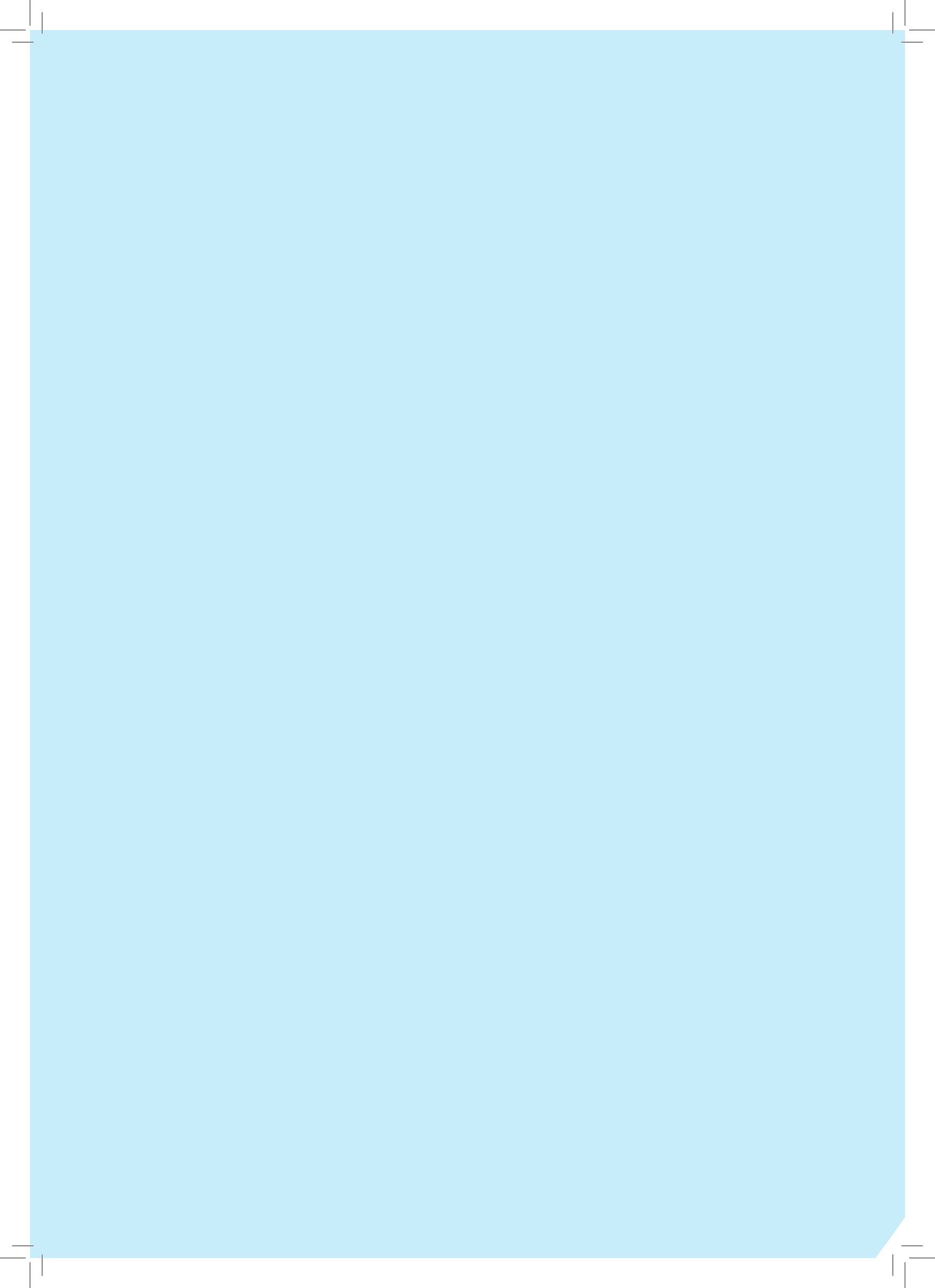
## STEP 3

# FINAL ENROLMENT



During the final step of enrolment which will be conducted at the training institute premises:

- **Beneficiaries will fill out** the application forms.
- **They will make co-payment** for the course (10% of the total fee, not exceeding Rs 2,500).
- **They will submit** copies of necessary documents such as recognised identity proof, caste certificate (if applicable), education certificates, etc.
- **They will sign an undertaking** to pay the entire course fee if they drop out of the training.
- **Institutes will inform** the beneficiaries of the date for commencement of training.
- **Institutes can evaluate** and reject candidates if the latter fail to meet the desired level of communication skills and aptitude for the opted course.





## Vaibhav is empowered.

*"I am thankful for the newspaper advertisement where my father read about Vikalp's career mela- that's how I applied. I wanted a career in accounting, but I couldn't afford a private course. Thanks to Vikalp, I am now a certified accountant and I also have a job I enjoy and which pays better than my old one!"*

-Vaibhav Bhandare, 24, is an accountant with Accom Management. He trained in Banking & Finance under Vikalp.