

Gangotree Social Organisation

Project Title: “Kaushal Vikas Mission – Employability & Livelihood Enhancement Program”

Total Budget: ₹32,20,000 (INR Thirty-Two Lakhs Twenty Thousand Only)

Project Duration: 18 Months

1. Executive Summary

Gangotree Social Organisation proposes the “*Kaushal Vikas Mission*”, a large-scale skill development initiative aimed at enhancing employability, promoting entrepreneurship, and improving income levels among rural and semi-urban youth and women.

The project will directly benefit:

- 500 beneficiaries (Youth & Women)
- School/college dropouts
- Unemployed rural youth
- Economically weaker households

The program will provide industry-oriented vocational training, digital literacy, entrepreneurship support, and placement assistance to create sustainable livelihood opportunities.

2. About the Organization

Gangotree Social Organisation is a registered non-profit institution working in:

- Skill development & vocational training
- Women empowerment
- Youth employment initiatives
- Rural development programs

The organisation focuses on practical, market-linked training programs aligned with industry needs.

3. Problem Statement

Youth and women in underserved communities face:

- Lack of employable skills
- Limited access to quality training institutes
- High unemployment and migration
- Financial dependency

- **Lack of entrepreneurship guidance**

There is a need for structured, industry-oriented skill development programs.

4. Project Objectives

- 1. To provide vocational training to 500 beneficiaries.**
 - 2. To ensure at least 65% placement/self-employment rate.**
 - 3. To promote entrepreneurship and micro-enterprises.**
 - 4. To enhance digital literacy and workplace readiness.**
 - 5. To strengthen financial literacy among participants.**
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5. Target Beneficiaries

- **500 youth (18–35 years)**
 - **Women from economically weaker families**
 - **School/college dropouts**
 - **Rural & semi-urban unemployed individuals**
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6. Project Components

6.1 Vocational Training Programs

Industry-Relevant Courses:

- **Tailoring & Fashion Designing**
- **Computer & Data Entry Operations**
- **Electrician & Mobile Repairing**
- **Beauty & Wellness**
- **Retail & Customer Service**
- **Food Processing & Packaging**

Duration: 3–6 months per batch

6.2 Digital Literacy & Soft Skills

- **Basic computer skills**
- **MS Office & Internet usage**
- **Communication skills**
- **Resume writing & interview preparation**

- **Workplace ethics & personality development**
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6.3 Entrepreneurship & Financial Literacy

- **Business plan development**
 - **Digital payment systems**
 - **SHG formation & strengthening**
 - **Market linkage support**
 - **Micro-enterprise mentoring**
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6.4 Placement & Industry Linkage

- **Industry partnerships**
 - **Job placement drives**
 - **Apprenticeship support**
 - **Career counseling sessions**
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7. Implementation Plan (18 Months)

Phase	Timeline	Activities
Phase 1	Month 1–3	Baseline survey & beneficiary mobilization
Phase 2	Month 4–6	Training center setup & equipment procurement
Phase 3	Month 7–14	Skill training & soft skills development
Phase 4	Month 15–17	Placement & entrepreneurship support
Phase 5	Month 18	Evaluation & final reporting

8. Budget Breakdown (Total: ₹32,20,000)

Budget Head	Amount (INR)
Trainers' Honorarium	8,50,000
Training Equipment & Tools	6,00,000
Training Materials & Raw Materials	4,20,000
Digital Setup & Software	3,00,000
Project Coordinator (18 Months)	3,60,000

Budget Head	Amount (INR)
Placement & Industry Linkage Activities	2,00,000
Workshops & Entrepreneurship Programs	1,50,000
Monitoring & Evaluation	1,20,000
Administrative Expenses	1,20,000
Contingency	1,00,000
Total	₹32,20,000

9. Expected Outcomes

- **500 beneficiaries trained in market-relevant skills**
 - **65%+ placement or self-employment rate**
 - **Increased household income levels**
 - **Strengthened SHGs and micro-enterprises**
 - **Reduced rural unemployment and migration**
 - **Improved digital literacy among participants**
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10. Monitoring & Evaluation

- **Monthly attendance & skill assessments**
 - **Pre & post training evaluations**
 - **Placement tracking system**
 - **Beneficiary income tracking**
 - **Mid-term and final impact reports**
 - **Financial audit & utilization certificate**
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11. Sustainability Plan

- **Industry partnerships for continuous placement**
 - **Alumni support network**
 - **CSR funding renewal**
 - **Nominal training contribution (where feasible)**
 - **Convergence with Government Skill Development Schemes**
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12. Alignment with CSR & SDGs

This project aligns with:

- **CSR Schedule VII – Vocational Skills & Livelihood Enhancement**
 - **SDG 4 – Quality Education**
 - **SDG 5 – Gender Equality**
 - **SDG 8 – Decent Work & Economic Growth**
 - **SDG 10 – Reduced Inequalities**
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13. Conclusion

The *“Kaushal Vikas Mission”* by Gangotree Social Organisation aims to create large-scale livelihood opportunities by providing structured skill development and employment support.

With a total budget of ₹32,20,000, the project will significantly improve employability, economic independence, and socio-economic development in rural and semi-urban communities.