

लोक
भारती

SKILLING INDIA
ANNUAL REPORT 2014-15





OUR PURPOSE

To Skill/Re-skill/ Up-skill
the un-skilled/ under-skilled
youth to create sustainable
change in their lives

Our first priority is the beneficiaries/
candidates we are reaching out through
Skill Development Centers across the
country. We acknowledge the contribution
of various clients associated with us,
in helping us skill the rural/semi-urban
youth.

We hereby present Lok Bharti's first
Annual Report introducing Lok Bharti
Group, what we stand for, our initiatives
and highlights of our work during the
Financial Year 2014-15.

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LOK BHARTI

Who we are:

For a country banking on a large young population to propel its way into the category of developed nations by 2022, it is imperative that this future workforce of our country gets equipped with the necessary skills to meet this expectation. The global skill shortage is creating a 'war for talent', where companies have to compete for the best talent with new categories of players.

Lok Bharti group is an organization formed to address the various aspects of skilling, be it in form of providing skills for livelihood, up-skilling or re-skilling.

What we do:

Quantity matters, but it's about quality too. Hundreds of millions need skill training, but the high quality standards will help India achieve the goal of an inclusive, prosperous and globally competitive economy.

At Lok Bharti, we build training programs and develop processes and training materials through extensive research, relentless innovation and adopting the best practices. This is a powerful blend that helps us excite and inspire our trainees and clients. We are committed to improve the skill sets of our trainees and provide them with opportunities of a better career path.

Education, in particular vocational education and training is of importance for individuals and for society at large. New challenges must be addressed by vocational education and training worldwide in the face of technological and social change. This means offering long-term career prospects for young people and training skilled labour for industries across the country.

Not only that, we aim to provide training in a wide range of vocational trades in order to ensure that the industry gets skilled manpower. We provide skill training to the un-skilled/ under skilled people in Construction, Retail, Beauty, Electronic, Electrical, Hospitality and Healthcare sector. We also work with the corporate and various state governments to Skill/ Up-skill/ Re-skill the rural youth.

We are passionate about Skilling and proud of the way our training impact lives.

Our Purpose:

To Skill/Re-skill/ Up-skill the un-skilled/ under-skilled youth to create sustainable change in their lives

Our first priority is the beneficiaries/ candidates we are reaching out to through Skill Development Centers across the country.

We acknowledge the contribution of various clients associated with us, in helping us skill the rural/ semi-urban youth.

Our initiatives:

LBES: Lok Bharti Education Society (LBES) is a Non-Government and Non-Profit Organization which works to eradicate poverty and empower women along with planning and implementing impactful and measurable CSR strategies for corporates.

LBSS: Lok Bharti Skilling Solutions (LBSS) works with the Corporates, Center and State Governments to provide Skill Based Training to school dropouts/ unemployed youth and Re-skilling/ Up-skilling to the employed workforce.

Pro Guild HR Private Limited: Pro Guild is engaged in the business of providing deputation services to various establishments through its employees on contract basis.



CEO MESSAGE

Dear Readers,

As in today's time, with "NaMo" effect in our country, the key focus of our Government is towards "Skill India" with the mission to fight poverty and empowering the marginalized with emphasis on education, skilling and employment.

It's the same philosophy, zeal and vision that guides Lok Bharti team to retain the focus of not only skilling the youth but also making them "Job Ready for a Global Platform".

As Lok Bharti is maturing in the Indian skill ecosystem, we as a skilling organization have identified various skilling models that are workable at ground zero and work on projects which are innovative and scalable to make a real difference in the lives of unemployed/ under-employed. We as an organization not only aim at delivering quality training but also at creating conducive environment through several awareness programs on bank savings and medical life insurance to make a candidate socially secure. When it comes to jobs, we look more into inclusive and sustainable skilling programs which discourages migration. This is where livelihood and entrepreneurship also comes in. While addressing the industry needs vis-à-vis skill gaps, it is also important to look at the 'aspirations gap' of youth.

With the first annual Report of Lok Bharti, I would like to share a synopsis of the overall growth in terms of Business, and Financial performance and our vision ahead.

Financial Performance: Despite being a new entrant in the skilling industry, Lok Bharti improved its operating profit by 19 percent last year compared to FY 2013-14. It was a result of the company's decision to convert challenges into opportunities and 'Ride the winds of change'. We successfully weathered the storm, finding new ways to grow and thrive. We drew on our pioneering New Ideas to market and create innovative products like Safety Health and Environment (SHE) training at various construction sites. This helped Lok Bharti achieve a revenue growth of 176% last year.

Business Operations: We continue to grow in our Corporate, CSR and Public Private Partnerships (PPP). The focus of last FY was on proving Profitability and Capital Efficiency, which helped us perform reasonably well in all segments and recover the growth and margins. We got empanelled with Central & State government skill training projects with Aajeevika in Rajasthan & Madhya Pradesh, Employment Linked Skill Training Program (ELSTP) in Rajasthan and Directorate General Resettlement, Minsistry of Defence.

Among various other corporates, Lok Bharti got empanelled with Delhi Metro Rail Corporation (DMRC), Lucknow Metro rail Corporation (LMRC) and Jaipur Metro Rail Corporation (JMRC) to provide Safety, Health and Environment Training to their workforce. Taking cumulative enrolments to around 2000 in last financial year, our company increased traction and visibility within the arena of mandatory trainings at Metro Sites in Delhi, Jaipur and Lucknow with strong market demand for such trainings from other states. We have also provided measurable CSR solutions to organizations like DLF Foundation, Godrej, Schnieder Electric India etc.

Our fresh order intake of ELSTP is driven by the launch of new Skilling Domains like Courier and Logistics, and Banking and Accounting. Our vocational skill training initiative established in partnership with National Skill Development Corporation (NSDC), will continue to gain momentum by expanding its reach to over 10 locations and training more than 16000 students since commencement.

Our Vision Ahead:

Going forward, changing technology trends and increase in just-in-time hiring of skilled workers, are expected to create new opportunities for the skill development sector. Our Company will remain focused on the three platforms of growth, expanding market share in these segments thus affecting the employability environment both in India and across the world.

In the months ahead, LBSS business is expected to enhance market coverage owing to the launch of new concept of Satellite Campus, wherein we will be reaching out to the remote rural areas to get the skilling facility at candidates' doorstep.

We will also be offering a wider range of programs by introducing new domains and accelerating the current working domains, especially non-tech and multiple stream modular programs.

We will further fine-tune ourselves to the changing needs of learners. The current year will see LBSS consolidating its gains and generating superior returns for all its stakeholders. Our Company will continue to drive growth through asset-light business models and its consistent pursuit of the three platforms of growth.

Further, we believe that the skill development initiative should be dynamically aligned to the needs of industry and work backwards to create training programs, by seeking technology support and exploiting economies of scale.

I would like to thank the Board Members, Support Council and Lok Bharti Team for remaining by my side and providing me their unstinting support as we traversed through turbulent waters, stayed on course and continued to ride the winds of change in the last 3 years.

Aloke Khanna (CEO)
Lok Bharti Group



BOARD MEMBERS



1 Alope Khanna (CEO)

A Chartered Accountant from PWC and an MBA from IIM Bangalore, Alope has worked in various Indian and Multi-national Corporates in roles of General Management/ Finance/ Business Development for the last 20 years.

His perspective has been enriched by working across various sectors and having travelled widely across the world. Diverse work experience in Finance and General Management roles has enriched his perspective, giving him a detailed insight into the functioning of multiple sectors.

He has managed growth companies and handled Top/ Bottom line responsibilities in sectors like FMCG (Coca Cola and Lee Cooper- M&B Footwear) and Education (Wigan& Leigh College (WLC), Vipul (VIVT)). His last assignment was with KK Modi Group as the Chief Operation Officer.



2 Alok Shukla

Alok with his technical expertise and knowledge, has almost 30 years of experience in the finance service industry. Being a Chartered Accountant in practice, he has gained experience in the areas of taxation and is involved into providing consultancy in direct tax, corporate laws, Corporate and Foreign taxation including Expat Taxation and Excise/ Service tax and Sales Tax. He has also explored other areas of finance from handling RBI/FEMA matters, STPI/100% EOU/SEZ matters of various Corporate clients to setting up Indian Subsidiary companies, Project & Liaison offices and, obtaining FIPB approvals along with structuring/restructuring and other financial consultancies to various corporate clients.



3 Arun Bhutani

Arun is a Mechanical Engineer and CEO of AB Educational Avenues Pvt Ltd, a career management company for overseas education. He has also served at AAERI, Association of Australian Educational Representatives in India as President, Vice President and General Secretary, Head of the Disciplinary Committee.



4 Neeraj Gulati

Neeraj is one of the founding members of Lok Bharti Group. A graduate from Delhi University and a Chartered Accountant by profession, his knowledge of finance has helped the organization create a brand to reckon with. He has also established 'National Skills Institute' to cater to the huge requirements of skilled human resource for various industry segments.



5 Sanjay Kaul

Sanjay is the Founder President of the University of Petroleum and Energy Studies in India, with over three decades of experience in Energy, Skill development, Higher education, Global Industry and trade promotion. He is an industry acknowledged expert in Strategy Planning and Implementation and has worked with Chevron, Shell, PwC, Deloitte and Laureate Inc. He has been a visiting faculty to several Universities, Business Schools and Industry Forums.

Sanjay has led over 500 senior management programs, training over 15,000 professionals. He established Asia's first and currently world's largest Energy University with 10,000 students and 8000 Alumni with over 80 running Programs.



6 Sanjiv Nanda

Sanjiv is a chartered accountant and law graduate. He is also a strategic adviser, director and mentor in various industries. He is associated with Oasis Group of Companies, Code Green and Lok Bharti besides other groups.



7 Umesh Nagpal

Umesh Nagpal is a US resident. Formerly in Merchant Navy, Mr Nagpal now owns Star Restaurant Management Inc., which owns, operates and manages a number of successful restaurants in Florida and Pennsylvania states of US. The company also provides consultancy in the same area of business and employs over 100 employees.

ADVISORY BOARD



Dr. Ashok Jain

Ashok is the President of Mombusho Scholars Association of India, a non-profit registered society for promoting academic contacts between India and Japan. He completed his Ph.D. in Physics from the University of Delhi in 1966 and has been a visiting researcher at Universities of Kyoto (Japan) and Bristol (UK). He is a fellow of National Academy of Sciences, India.

He has also been Director at National Institute of Science, Technology and Development Studies (NISTADS) of CSIR and Science attaché, Indian Embassy Tokyo and Companion, CPTM (London).

He has been a Member of Governing Bodies of Daulat Ram College and Shivaji College, University of Delhi. He has to his credit over 100 research publications in the areas of Science and Society and in Physics. He is currently serving as the Vice President (Academic Development & Research), EMPI Business School.



Dr. Sanjeev Singh

Sanjeev has worked in the area of integrated optics for six years. For the last fifteen years, apart from teaching postgraduate course of M.Sc. in Informatics, he has been working in the area of computer networks, and teaching and learning technologies. He has published over 50 research publications in international/ national journals and conferences.

He has been a visiting fellow to University of Manchester in Science and Technology (UMIST), UK under Commonwealth Fellowship. He spearheaded an innovative project "Cross Cultural Innovation Network" sponsored by European Commission and has completed five major research projects sponsored by various agencies of Govt. of India. He is a member of National IT committee, FICCI among other learned bodies. Sanjeev has conducted various open source ICT workshops for faculty development of different universities across the country and has been the coordinator for UK India Education and Research Initiative (UKIERI-I).

He has conceptualized and implemented first ever e-learning framework for University of Delhi, where he is the in-charge for ICT and e-learning initiatives. He has created the first virtual learning environment at the University, by which all the colleges across the city would collaborate for effective learning. Sanjeev is a Network Fellow of Commonwealth Partnership in Technology Management (CPTM), London and a member of the Innovation cluster and Science & Technology Parks (STPs) forum, Ministry of Knowledge Economy in Korea.

SENIOR LEADERSHIP TEAM

1 Nitin Seth (VP – Corporate affairs)

Nitin Seth comes with over 18 years of working, bringing in rich global experience in Operational methodologies, processes and procedures, Quality Management Systems, Accreditations norms and procedures, Quality Assurance, ISO standardization and Process Developments across various business domains.

During the latter part of his career, Nitin joined Education Industry to realize his vision of inclusive India to transform lives of millions through skill development and education through various innovative plans. He is an astute and result oriented professional who believes in leaving no stone unturned towards accomplishment of organizational goals. Currently, as the Vice President of Lok Bharti Skilling Solutions, he is responsible for conceptualizing, launching and successfully implementing new avenues of providing trainings, skilling and education across various domains. He has previously held senior positions at Manipal Global Education and LaborNet.



2 Sushil Bahl (Head- Finance)

Sushil is a Chartered Accountant by profession with over 30 years of experience in Accounts, Finance, Taxation, Budgeting, Handling Legal and Commercial Activity, Payroll and MIS Development, and preparing monthly profitability statement with detailed analysis.

He is currently working with Lok Bharti as the Finance Head. In the past, he has worked with reputed companies like Wigen & Leigh, High Polymer Group. His global experience helped him renew BIMAN GSA three times in Saudi Arabia. He bought American Express Travel Services in Saudi Arabia first time in the Kingdom of Saudi Arabia. He has a good exposure of working on various ERP's.

Sushil is also member of Institute of Chartered Accountants of India & Institute of Company Secretary.



3 Vikas Srivastava (VP- Business Development)

Vikas is a strategic planner with an expertise in managing overall business operations. His work in Lok Bharti is focused towards setting up networks, enhancing business volumes and enhancing revenue and profitability.

He has more than 15 years of experience in managing profit centers in Skilling and FMCG industry at National Level. He was last working as the Country Head of Winter Halter GMBH. Some of the organizations he has previously worked with include Frigoglass, Whirlpool and Haier. An enterprising leader and effective communicator with excellent relationship building & interpersonal skills, Vikas is widely respected as a dynamic business leader and a creative solutions provider, delivering impressive bottom line impact. He has a track record of achieving the projected targets consistently, building dynamic teams, and identifying high-yielding services and products during the career span.



AREAS OF WORK

Skilling:

Providing technical and job skills to candidates



Up-skilling:

Certify workers of the unorganized sector



Re- Skilling for employment:

Providing Employment linked livelihood training



Safety Training:

Providing safety based trainings especially for those working at hazardous workplace



Women Empowerment:

Making women financially independent



Primary Education:

Educating girls from marginalized community without one or both parents



DOMAINS OF WORK

CONSTRUCTION



Courses Offered:

- Assistant Mason
- Scaffolder/Shuttering Carpenter
- Tiler
- Assistant Plumber
- Assistant Barbender & Steel Fixer

RETAIL



Courses Offered:

- Sales Associate
- Senior Sales Person
- Retail Operations
- Trainee Associate

ELECTRONICS



Courses Offered:

- Basic Electronics
- Mobile Repairing
- Photocopy/ Fax Repairing

AUTOMOTIVE



Courses Offered:

- Basic automotive servicing of 2 and 3 wheeler
- Basic automotive servicing 4 wheelers
- Automotive Service Technician (2 and 3 wheeler)
- Customer Relation Executive

HEALTHCARE



Courses Offered:

- Bed Side Assistant
- Nursing Aides

BEAUTY & WELL-NESS



Courses Offered:

- Beauty Culture

ELECTRICAL



Courses Offered:

- Basic Electrical
- Repair of Home Appliances
- House Wiring

HOSPITALITY AND TRAVEL



Courses Offered:

- Hospitality Assistant
- Household Assistant
- Room Attendant
- Reception and Information Assistant
- Reservation and Telephone Assistant
- Tour Sales Person
- Tour Office Assistant
- Ticket Reservation Assistant

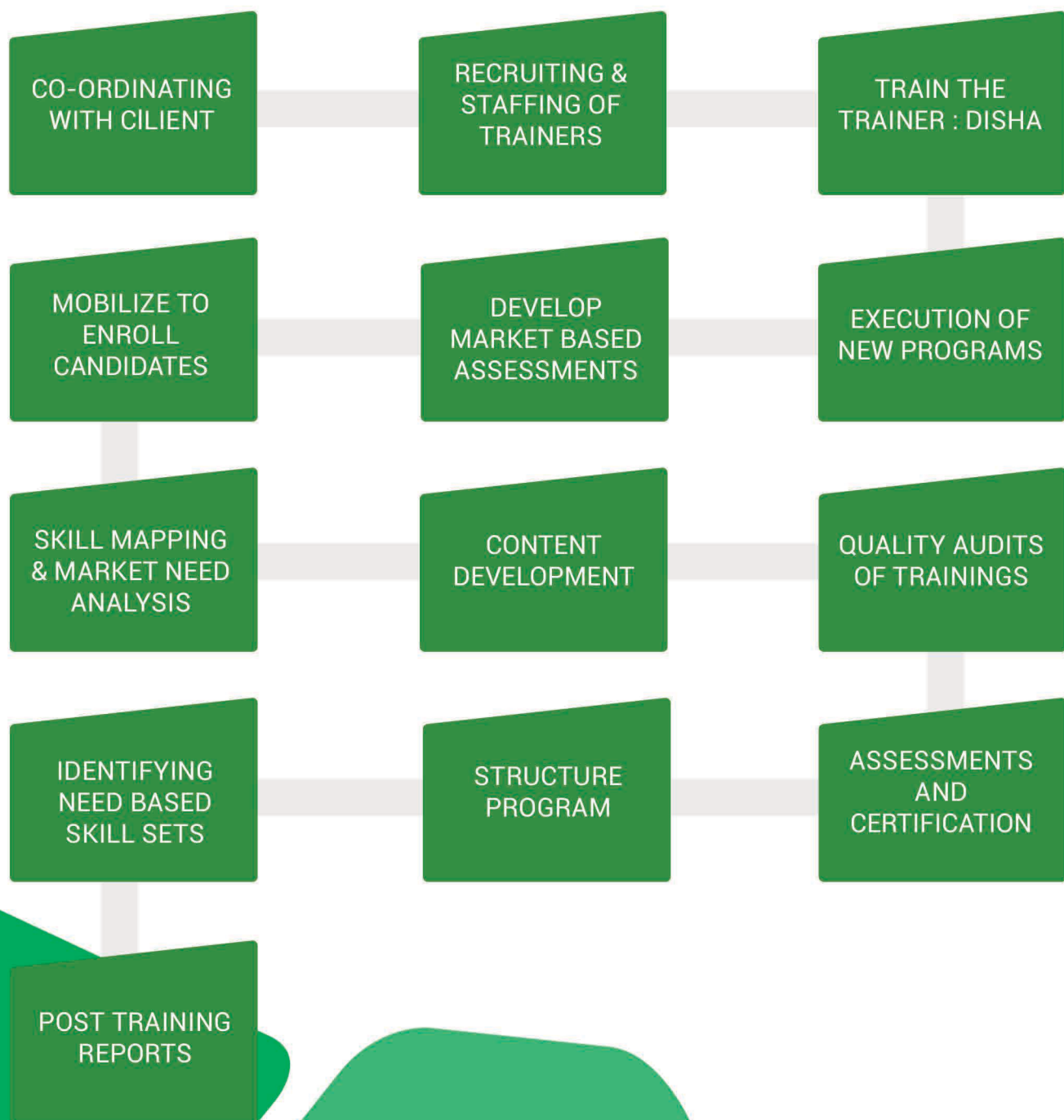
EMERGING DOMAINS

- Agriculture
- Garment Making
- Banking and Accountability
- IT-ITES

OUR APPROACH

Lok Bharti expertise spans through the end to end activities of vocational training: ranging from creating the Skill Gap Analysis, developing content for skill development and on-the-ground hands-on training delivery.

We have designed a process of enabling livelihoods via an Eco-system approach:



LOK BHARTI EDUCATION SOCIETY (LBES)

Insufficient schooling and lack of access to school education is one of the most limiting factors in life, preventing people to develop and use their full potential. This human deprivation also limits people's ability to find a job or to develop some of their entrepreneurial skills, and is therefore one of the main causes of poverty.

Both education and skill development can play a significant role in eradicating poverty and integrate the poor with the economic mainstream.

LBES was established in 1993 with an aim to improve the quality of lives of millions in India who are marginalized and yet to be integrated within the economic mainstream through skill building and enhancing education. It has been implementing various skill development initiatives through its implementing arm Lok Bharti Skilling Solutions Private limited (LBSS) to create sustainable employment opportunities for individuals by collaborating with the industry in both rural and urban India.

Lok Bharti is working with various corporates for their CSR (Corporate Social Responsibility) solutions and implementation. Based on the experience over the years, LBES does industry analysis, structure the program, and strategize the content and training methodology to customize the CSR strategy for corporates. This is followed by planned implementation of the strategy with timely monitoring and evaluation of the results. Some of our esteemed partners include Godrej, DLF Foundation and Schneider Electric India.

BENEFICIARY SEGMENT: REACHING THE UNREACHED

LBES reaches out to the unreached with the objective to benefit communities, particularly the following segments of society through skill development and its ripple effect

- Educated, semi-educated, illiterate communities
- Rural, suburban & urban
- Women
- Adolescent
- Minorities
- Below Poverty Line/marginalized
- Under/Inadequately employed & Unemployed

How do we benefit:


- Career Awareness and sensitization
- New approach to Counseling and skill mapping
- Enhance student capability and preparation
- Increase accessibility to jobs within country
- Simplifying processes to obtain a job
- Reduced time frame from enrolled to jobs
- Taking Government reforms to community's door-steps




CORPORATE TIE-UPS

Godrej

Godrej's Good & Green is driven by the desire to help create a more inclusive and greener India. Launched in 2011 as one of our four key imperatives for 2020, Good & Green is based on shared value, a principle that aligns business competitiveness and growth with social and environmental impact. Godrej aspires to create a more employable Indian workforce, build a greener India, and innovate for 'good' and 'green' products. Through partnerships with government, non-profit organisations, and social enterprises, it has developed a number of employability training programmes in vocational skills.

 Number of candidates trained: **2000**

 Number of candidates placed: **1255**

Schneider Electric India Foundation

Schneider Electric is committed to help people change their lives through 'Access to Energy'. It works towards providing education, employment and entrepreneurship opportunities to the unemployed youth. They also facilitate access to electricity at very remote areas without grid supply and work during emergencies to restore electrical network.

Schneider sponsored electrical labs at five of the Lok Bharti Centers in Uttar Pradesh, Rajasthan and Delhi. Additionally, it is also providing technological support to Lok Bharti by training the trainer on the latest know-how of electrical field.

 Number of candidates trained: **290**



CORPORATE TIE-UPS

Jindal Stainless Limited

With the vision of shaping a caring world, Jindal Stainless Limited's CSR endeavors are focused on making a difference in the lives of people at the bottom of the Pyramid and having an open stakeholder engagement policy.

JSL's in partnership with the Ministry of Rural development launched the Himayat program, which focuses on imparting skills to the unemployed youth of Jammu & Kashmir. Himayat is a part of the Skills Empowerment and Employability (SEE) scheme of the Prime Minister's Office (PMO) being implemented through the Ministry of Rural Development (MoRD). Himayat program focuses on bridging the gap between industry requirements and the skill sets of youth, so that more employment opportunities can be generated.

LBES is the implementing partner for the Himayat Project for Jindal Stainless Limited. The students from Jammu and Kashmir under Himayat scheme are being trained at Alwar, Rajasthan in electrical trade for duration of 9 months.

DLF Foundation

DLF Foundation, the philanthropic arm of DLF Limited was established in the year 2008 to create the structure for the ongoing social responsibility initiatives of the company. It has been formed with the mission to empower the communities and create livelihood opportunities for the underprivileged. Education, Health and skill development have been covered under all the initiatives taken by DLF Foundation. Sustainable and inclusive growth is ensured with our approach that is both environment-friendly and socially uplifting.

DLF Foundation under its flagship program Skill India partnered with LBES to sponsor the training of candidates across all centers, location and trades.



Number of candidates trained: **300**



SUCCESS STORIES

Empowering Lives

Rubina belongs to a marginalized family of 2 younger sisters, mother and father, with her father as the only earning member. After completing her schooling, Rubina did a diploma in Beauty and Wellness.

Rubina's journey with Lok Bharti began in 2014 when the organization launched its first center in Bareilly, Uttar Pradesh under Uttar Pradesh Skill Development Mission (UPSDM). Coming from a small village of MeerGANJ, Rubina joined the center as a Beauty Culture Trainer.

Lok Bharti inducted and trained Rubina in-house and also ensured that she gets an opportunity to learn from the industry experts from Godrej under Train the Trainer program. The training not only made her aware of various cosmetic products, but helped her understand and follow the set standards to assure quality training.

The senior staff of Lok Bharti was so impressed with her performance during the tenure, that they offered her the profile of a Master Trainer for all UPSDM centers.

"I am proud of being a part of Lok Bharti. Today, not only am I able to support my family financially, Lok Bharti has also helped me get certified from Godrej. I am a more confident and motivated person than I was a year back. Today, I am able to bring the same change in the lives of other young women like me, by training and empowering them financially", says Rubina.

Lok Bharti is proud of Rubina for making a Sustainable Transformation in the lives of candidates. We thank Godrej for being associated with us in this venture of skilling, by providing enhanced skill sets and hands-on professional knowledge to the Lok Bharti trainers.



Nepal Disaster

April 25, 2015, the date World is going to remember as "The Himalayan Disaster" when the worst earthquake since 1934 hit Nepal. The death toll crossed 7000 and thousands got injured (as on 12 May 2015), with many more feared trapped under rubble. The exact figure is still uncertain but is continuing to rise.

Earthquake is the one calamity which is impossible to predict and once its struck, it only leaves a shrilling sound of horror, which is going to haunt generations.

It is a race against time for the people in Nepal. One of the employees of Lok Bharti, belonging to Nepal has also gone through same trauma and got his house damaged. As part of Lok Bharti culture, we decided to come forward and stand by the side of our family member and help him get that space and sense of affiliation back. We raised funds internally and together we contributed a small amount to support the rehabilitation of our affected employee and his family.



AP photo

A HOME OF SMILES AND HOPE

Reports estimate that more than 50 percent of the girls in India fail to enroll in school and those who do are likely to drop out by the age of 12.

Lack of education denies a girl child, the knowledge and skills needed to advance their status. Education enables the child to realize her full potential, to think, question and judge independently; to be a wise decision-maker, develop civic sense and learn to respect, love his fellow human beings and to be a good citizen.

Sarva Shiksha Abhiyan (SSA), an Indian Government programme was launched with an aim to universalize elementary education "in a time bound manner", making free and compulsory education to children of ages 6–14 years. Balika Awasiya Vidyalaya under SSA is residential schools which covers girls without one or both parents, belonging to the financially weak marginalized communities.

Lok Bharti is managing a Balika Awasiya Vidyalaya in Alwar district of Rajasthan where more than 75 girls are currently studying in the residential school. With new admissions coming up, the number of students is expected to go upto 100 in FY 2015-16. We ensure that the girls get a quality education and a healthy environment to learn and lead a better life.



A SECOND CHANCE

Rakhi lost her father when she was nine-years-old. At a very young age she understood the meaning of struggle in her life. Her mother earns a living by working daily wage worker in the cotton fields of Punjab.

"Mera papa ni rahe aur ma dusre shahar chali gaye" (my father passed away and my mother moved to another city.)

Rakhi could not continue her education since she was either travelling with her mother to Punjab was busy helping her family meet both ends. Her name was eventually deleted from school

To Rakhi's surprise, her name was deleted from the school's register. "Mera naam kat gaya tha school se" (My name was removed from the school), she says.

The nine-year-old had no other choice but to stay at home and help her mother in household chores and look after her siblings.

The mobilization team of Lok Bharti visited her home and encouraged her mother to send Rakhi back to school, this time to Balika Awasiya Vidyalaya.

"I have no money. There are times when we are left with no money to buy two meals a day. I don't want Rakhi to face the same struggle. She is studying there and leading a decent life", says Rakhi's mother.

Balika Awasiya Vidyalaya, managed and monitored by LBES is a residential school with a mess and hostel facility. "Children feel more than at home here. They don't want to go back to their own homes now. It's not just study and exams all the time. We engage with the girls in extra-curricular activities like dance, games, music, arts etc.", says Suvidha Yadav, Principal of the school.



LOK BHARTI SKILLING SOLUTIONS (LBSS)

Skill Development can play a significant role in eradicating poverty. The focus of LBSS lies in creating sustainable employment opportunities for individuals by collaborating with the industry in both rural and urban India.

By virtue of its objective, mission and presence, LBSS was established in 2010 with a deep understanding of the current skill level and desired skill level of the candidates to help them get employed. We provide skill training/ re-skilling to the marginalized across the country in Construction, Automobile, Electronics, Electrical, Retail, Beauty, Healthcare and Hospitality sector to help them get employed and lead better lives.

We have found a PAN India footprint by teaming up in PPP (Public Private Partnerships) with Central & State Governments, for end-to-end execution of skill development projects to meet the national target to skill, re-skill & up-skill 150 million Indians by 2022. We also partner with industries, Open & State Universities, Non Governmental Organizations (NGOs), private skills training institutions in our consistent endeavor to train the Indian workforce.



GOVERNMENT TIE-UPS

Aajeevika/ DDU-GKY:

Aajeevika- National Rural Livelihoods Mission (NRLM), also known as Deen Dayal Upadhyaya Gramin Kaushalya Yojna (DDU-GKY) was launched by the Ministry of Rural Development (MoRD), Government of India in June 2011. Aided in part through investment support by the World Bank, the Mission aims at creating efficient and effective institutional platforms of the rural poor enabling them to increase household income through sustainable livelihood enhancements and improved access to financial services.

Through the programme, Lok Bharti aims to enable the poor and marginalized to access the benefits of demand led skill training. We train the youth in Soft Skills, basic computer, Construction, Electrical, Automotive, Retail, Beauty, Nursing etc. The training is based on Learning by Doing Methodology along with interactive activities such as role plays, group work, presentations, video clippings etc.

The project is being implemented by Lok Bharti in states of Madhya Pradesh & Rajasthan



The Programs under this project are the following:

<i>Trade/Employment Vertical</i>	<i>Program (Aligned with National Council of Vocational Training)</i>
Electrical	Domestic Electrician
Construction	Barbender Mason Shuttering Carpenter
Beauty & Wellness	Beauty Therapist
Health Care	Bed Side Assistant

Number of Candidates trained in **Sawai Madhopur, Tonk** and **Jhalawar** districts of **Rajasthan**:



Number of Candidates trained in **Shivpuri, Datia, Tikamgarh** and **Bhopal** districts of **Madhya Pradesh**:



Rajasthan Skill and Livelihoods Development Corporation (RSLDC)

Rajasthan Skill and Livelihoods Development Corporation (RSLDC) is an initiative by the Government of Rajasthan to cater to the challenges of creating a large number of Skill development and livelihood opportunities for the poor and vulnerable, increasing skilled labour force and to increase the income levels of working poor in the state.

Lok Bharti partnered with RSLDC to provide an umbrella mechanism that could innovate and coordinate all the efforts in way to achieve the objectives as per the vision and mission of RSLDC.

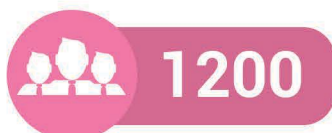
Lok Bharti is also implementing Employment Linked Skill Training Programmes (ELSTP) project in Sawai Madhopur, Kota and Bharatpur districts of Rajasthan.



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Electrical	Domestic Electrician
Construction	Barbender Mason Shuttering Carpenter
Beauty & Wellness	Beauty Therapist
Garment Making	Tailor
Hospitality	Hospitality Assistance
Automotive	Basic Automotive Repair (2 & 3 Wheeler)
Retail	Retail Sales
Courier & Logistics	Courier
Health Care	Bed Side Assistant

Number of candidates trained:



Uttar Pradesh Skill Development Mission (UPSDM)

UPSDM has focused its work in the state of Uttar Pradesh by providing the state youth who are not able to pursue education or any other skills, with skill training choices relevant to them. The training is provided at a reasonable cost and within reasonable distance from their residence. Centers have the facility to give professional counseling to help candidates make better career and skill training choices based upon their interest and aptitude.

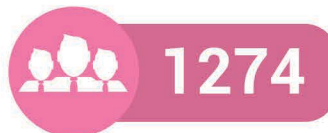
Lok Bharti has established its Skilling Centers in seven districts of Uttar Pradesh to provide Skill



Development Trainings in the following programs:

<i>Trade/Employment Vertical</i>	<i>Program (Aligned with National Council of Vocational Training)</i>
Electrical	Domestic Electrician
Construction	Barbender, Mason, Shuttering Carpenter
Beauty & Wellness	Beauty Therapist
Health Care	Bed Side Assistant

Number of Candidates currently undergoing training:



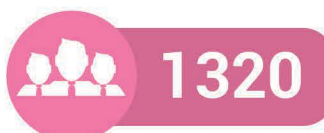
STAR

STAR, the National Skill Certification and Monetary Reward Scheme's of NSDC was launched with the objective to encourage skill development for youth by providing monetary rewards for successful completion of approved training programs.

Through STAR, Lok Bharti aims to increase productivity of the existing workforce and align the training and certification to the needs of the industry.



Number of candidates trained:

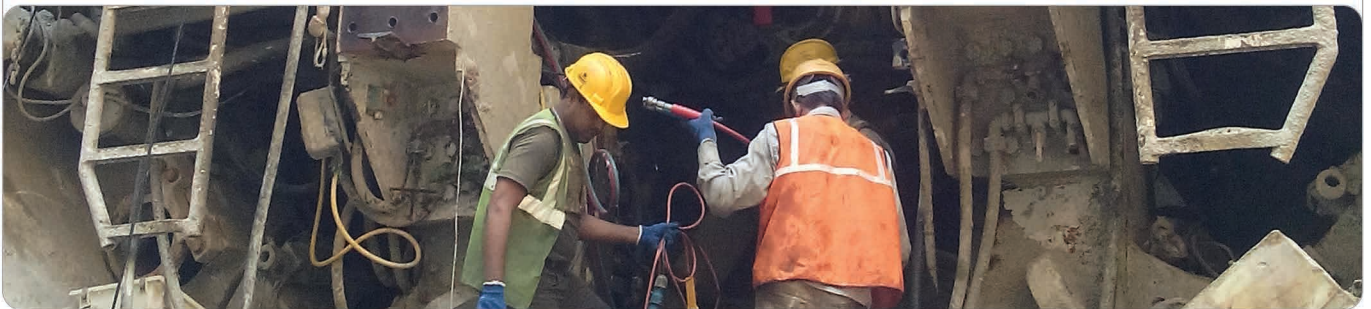




CONSTRUCTION

In the year 2002, the DMRC (Delhi Metro Railway Corporation) revolutionized the way we travel in India. Faster travel and Safety became the paramount objective and this paved way to drive the mandate of Safety Culture and Awareness amongst contractors, employees and workers who created one of the Country's largest and most efficient transport systems.

All over India every construction site has safety rules and precautionary measures to be followed by all the stakeholders. However, there is little awareness of the dangerous consequences of not adhering to the safety measures. "Life is precious and uncertain", echoing this philosophy DMRC initiated the "96HR SHE (Safety, Health & Environment) training", which became mandatory for all the Metro contractors to follow, more so for all its workers and supervisors.



Number of Engineers/ Supervisors/ Workers trained:

 **3025**

SUCCESS STORIES

SECURING FUTURE

Tabassum Qidwai, a girl from a small village in Lucknow, would frequently travel to Barabankhi, Lucknow to look for work. She is an intermediate qualified girl who had come up to Lok Bharti center during a Job Mela, looking for a job to support her family. She could not continue with her studies because of low family income. The family had no permanent income, no permanent job status and nothing secure. However, as luck would have it, Tabassum was counselled by Lok Bharti Counselors and decided to give the course a go in soft skills and basic computers.

"I really liked going through the course. 12 years of school education had not provided the kind of knowledge that the trainers provided." Then pauses and adds with a shy smile, "I learnt computers which I would have never even dreamt of seeing one".

Having finished the course, she was hired as a Data Entry Operator with Sampark Enterprises, with a monthly pay of Rs. 7000.

"I used to feel helpless earlier, but now I feel confident of providing a bright future to my family. I always dreamt of giving my family a better standard of living, and now thanks to Lok Bharti the dream has come true", she says. From being a woman without a job to a woman with the capacity to financially support her family, she can't stop flaunting the fact that she has a bank account and an ATM card.

The contrast in Tabassum's story is truly, remarkable.



FROM UNEMPLOYED TO UNLIKELY HERO

Yaadram, a young man from Grem village in Bareilly, never dreamt that he would be pursuing automotive training in Nawabganj district of Uttar Pradesh. Married at a very young age and now a father of three year old son, he earns a mere Rs. 1000 a month by selling 'chana chaat' in his village's market place. His earning as a chaat vendor makes it difficult for him to meet both ends. It gets worse in case someone in the family falls sick.

"There are times when we are left with no money to afford two meals a day. In such a scenario, I work as a daily wage laborer at some construction sites in Nawabganj to earn daily bread. Many a times I have to take a loan from friends and neighbors", says Yaadram.

His life took a turning point when he received a call from Lok Bharti Skilling Center in Nawabganj. The center mobilizer told him about the scope of automotive training and the job opportunities thereafter. The free of cost course under Uttar Pradesh Skill Development Mission trains its candidates on repair of 2 and 3 wheelers.

The automobile sector was extremely challenging and with family responsibility and financial crisis, it was difficult for Yaadram to strike a balance. His poor understanding of Hindi made it difficult for him to cope up with the pace of training. But he didn't give up. With the help of his fellow mates and trainer, he started learning the language and can now read and speak Hindi fluently.

"He is a very hard working and focused student of my class. He spends extra time and makes sure that he understands the practical aspect of 2 and 3 wheeler repair" says Ajay, automotive trainer at Nawabganj center.

Yaadram started working part time at an Automobile Repair Shop in Bareilly to understand the nitty-gritty of repairing. Impressed with his skills and dedication, the owner has offered him a job. "They have already offered me a job once I complete my training", he beams proudly.





OUR UNIQUE PROPOSITION

- Introducing special mechanisms in the delivery of training to increase participation of women, including mobile training units, extension schemes, and in-plant training
- Significantly expanding training provisions for rural poor, youth, and vulnerable groups in rural areas.
- This could be achieved through greater equitable integration into existing institutions, structures and facilities
- Increasing the pool of women trainers and provide certification for training
- Combining income skills training with provision of technical inputs, credit and supplies.
- Strategized selection of students and providing continuous support and mentoring schemes
Introducing more work-based learning and linking trainees with mentors/masters to gain experience of a specific trade;
- Integrating business, self-employment and entrepreneurial concepts into training activities, especially in follow-up phases
- Candidates with relevant educational backgrounds and work experience in both the formal and informal sector are employed as trainers with Lok Bharti

ON JOB TRAINING

Along with classroom training, Lok Bharti offers an On Job Training (OJT), to provide a first hand experience to master the skill on ground. OJT is useful and simple to learn the jobs that can be learned by watching and doing. Under it, the trainer need not explain and analyze the job detail, as employees can learn it by observing and doing it in the actual work station. OJT provides a favorable environment for quick learning, thus increasing the productivity of candidates

TTT Program is designed to enhance the capacity and competency of skill development trainer to ensure that he/she connects with equal ease with diverse learners, delivers content at just the right level and employs adequate methodologies to ensure that both, the quality of delivery and assessments are in sync with employment driven Learning Outcomes. It also covers the need for end-to-end integrated planning of trainings and maintaining quality in transaction of complete training cycle

Creating Value

- DISHA-TTT program for skill development trainers is designed in the Indian cultural context of the target group of learners who would join these courses.
- It is focused on on-the-ground practical issues & their effective solutions
- It is also focused to develop skills to impart "Learning by Doing"
- It is activity based initiative to energize the participant's thinking caps & ensure uniform quality transactions of the trainings at different locations



ACADEMICS AND COMMUNICATION

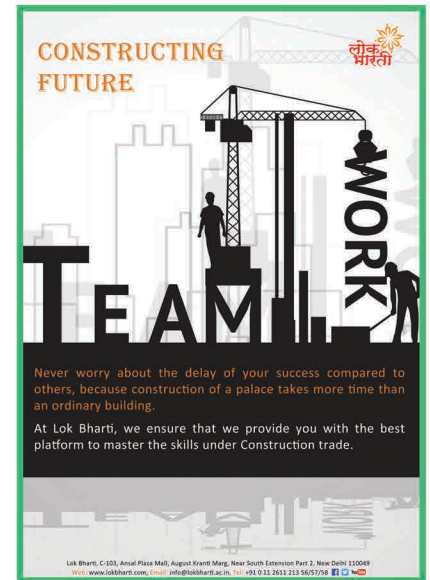
The Academics team develops skill based/customized training programs to cater to the confirmed market perception, and need and demand of the Training and Placement Partnerships. Academic Operations decide training pedagogy, mode of training, assessments, Train the Trainer etc.

With various projects coming under Lok Bharti's kitty over the FY 2014-15, the academics team created many Trainer and Student Manuals across Construction, Healthcare, Beauty, IT, Softskills, Retail and Hospitality trades. The manuals are made based on specific programme guidelines and skill sets. Academics at the Head Office also provides Training Support Documents like Session Plans as per the curriculum, Work Readiness Module, Trainers Guide, Participants Manual, Facilitators Manual, Academic Manual and Assessment Manual. Regular assessments, audit, and trainers' and students' feedback ensures the quality of training imparted to the candidates.

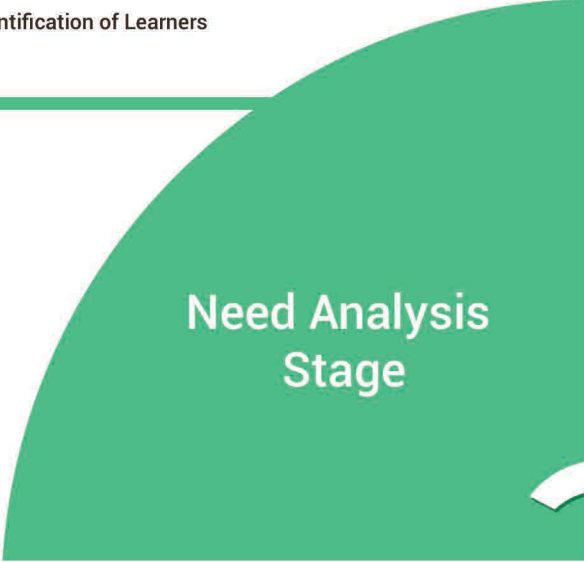
The Objective of our Communications work is to maximize our brand reach and improve brand image, partner with new clients and improve the engagement with existing clients. During FY 2014-15, Lok Bharti created its layout of ideal Skill Training center with standardization in terms branding. The team has been constantly providing back end support to the marketing and operations team in terms of proposals and various communication collaterals like Quarterly newsletter 'Skillopedia', e-mailers, standard profiles and presentations etc. to optimize the engagement with clients.

Lok Bharti launched a completely revamped website www.lokbharti.com that will enable better access to information regarding our work. Towards the end of FY, we also started engaging with our stakeholders on social media platforms like Facebook, YouTube, twitter, linkedIn and Google+.

Lok Bharti has also launched Management Information System to get real time updation on students' data; audit, assessments and placement reports; operations process and financial data reporting from our centers.

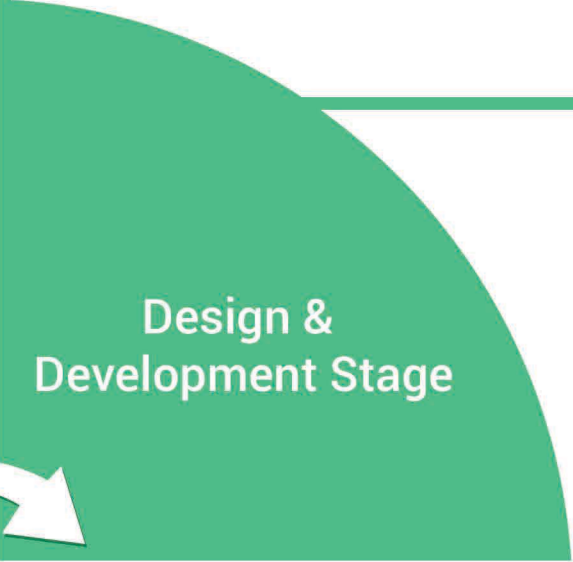


- Feasibility Study for initialization of new contents or as per project requirement
- Skill Gap Analysis
- Identification of Skills/Domains
- Identification of Learners



Need Analysis Stage

- Designing of Program structure in the form of a matrix
- Curriculum Designing
- Content Sequencing
- Content Development

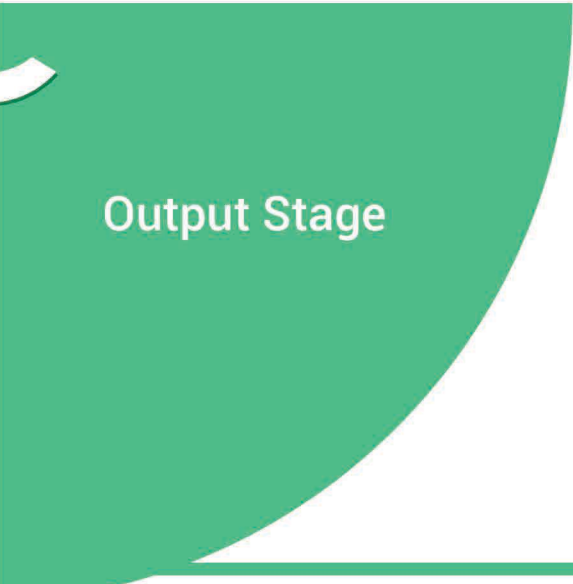


Design & Development Stage



Implementation & Evaluation Stage

- Internal Assessments
- Implementation and Evaluation of Contents
- Academic Audits



Output Stage

- Quality check by subject matter experts
- Proof Reading
- Finalizing and getting the contents in Print format

MONITORING, EVALUATION AND AUDITS (MEA)







Lok Bharti has sailed its ship as a Training Organization with the vision of impacting the society through Skill Development, Competency Enhancement via corporate trainings, Re/Up-skilling and mandatory trainings for professional growth or a CSR implementation arm.

Be it any kind of training, we at Lok Bharti ensure set standards and Quality of training across all projects. The quality training refers to the kind of activities undertaken to engage candidates, planning, delivery and evaluation of activities.

Lok Bharti has an MEA (Monitoring, Evaluation and Audit) Department which follows the concept of Process Oriented Implementation. With a 6 member department and a competent team of trainers, we follow an integrated approach of intercultural learning. The team ensures adequate, accessible and timely documentation; thorough and open process of audit and evaluation; optimal working conditions and environment; adequate institutional support; and an integrated follow-up between the on ground staff and partner organizations, all being conducted on fortnightly and monthly basis.

Lok Bharti has also set aside criteria to measure whether quality standards are met through a relevant needs assessment or not. While the standards cannot be set evenly for all activities, they should serve as a benchmark for the evaluation of any activity. We hope that these standards improve transparency, accountability, sustainability, quality and innovation of our skill trainings across all centers.

To assure set quality and standards in our project implementation, Lok Bharti has clear set of processes laid down which are followed from project initiation to completion. The process aims at:

-  Transparency in the learning and training process
-  Accountability towards stakeholders and participants
-  Reproducibility of good practices
-  A relevant needs assessment
-  Concrete, achievable and assessable objectives
-  Defining addressed competences and learning outcomes of the participants



MEDIA COVERAGE

Convocation Ceremony for the program of General Duty Assistant in Ludhiana, Punjab

लुधियाना, 15 नवंबर (लुधियाना) - विद्यार्थियों के लिए 'जनरल ड्यूटी असिस्टेंट' के प्रोग्राम का उद्घाटन 'मस्ट' के द्वारा किया गया। कार्यक्रम लुधियाना में आयोजित हुआ।

लुधियाना में आयोजित उद्घाटन कार्यक्रम में, लुधियाना के प्रमुख अधिकारियों ने भाग लिया। कार्यक्रम में, लुधियाना के प्रमुख अधिकारियों ने भाग लिया।

Lok Bharti's Skill Development Center in Barabanki, Uttar Pradesh

मोबाइल, कम्प्यूटर, प्लम्बिंग एवं हाउस वायरिंग की लोकभारती देगी अत्यसंख्यक युवाओं को नि:शुल्क ट्रेनिंग

लोकभारती के द्वारा शुरू किया गया है। कार्यक्रम में, लोकभारती के प्रमुख अधिकारियों ने भाग लिया।

Donations received at Balika Awasiya Vidyalaya in Alwar, managed by Lok Bharti

जत्राओं की पढ़ाई के लिए चार लाख की सौग

लोकभारती के द्वारा शुरू किया गया है। कार्यक्रम में, लोकभारती के प्रमुख अधिकारियों ने भाग लिया।

Girls from marginalized community receiving certificates under STAR Scheme

डॉ. सी. अहूदेसारां ने कीर्ता संस्था का

लोकभारती के द्वारा शुरू किया गया है। कार्यक्रम में, लोकभारती के प्रमुख अधिकारियों ने भाग लिया।

Job fair in Barabanki

लोक भारती में जॉब फेयर का आयोजन

लोकभारती के द्वारा शुरू किया गया है। कार्यक्रम में, लोकभारती के प्रमुख अधिकारियों ने भाग लिया।

Distribution of dresses under Uttar Pradesh Skill Development Mission at Naraini Center of UP

68 प्रशिक्षार्थियों को बांटी गई वर्दी

लोकभारती के द्वारा शुरू किया गया है। कार्यक्रम में, लोकभारती के प्रमुख अधिकारियों ने भाग लिया।

NSDC Affiliation

NSDC/TP/15-16/129



Certificate of Partnership

This is to certify that
LOK BHARTI SKILLING SOLUTIONS PRIVATE LIMITED
is an **Approved Training Partner** of
National Skill Development Corporation (NSDC)
for the financial year 2015-16

Date : 1st APRIL 2015
Place : New Delhi

DILIP CHENOY
MD and CEO

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T: +91-11-47451600 • F: +91-11-46580417 • Email: nsdc@nsdcindia.org • Website: www.nsdindia.org
CIN: U85300DL2008NPL181612

TESTIMONIALS

JINDAL Stainless limited

The relationship between Jindal Stainless Limited and Lok Bharti Education Society has developed from a 'By chance to By choice' association. The professionalism shown by LBES in training the youth and making them employable has strengthened our joint resolve for a better productive workforce. The numbers engaged in the process of skilling may seem small yet the quality of delivery reassures us that there is hope for the future and a scope for programme expansion

Rajiv Williams,
Corporate Head CSR

GTBS College

Lok Bharti was kind enough for its dedicated and committed services to students of Institute of Nursing Education by taking written test and interview. We very earnestly extend our heartiest thanks to Lok Bharti, specially their representatives Mr. Nitin and Mr. Ashwani for their very humane, generous and beneficial service to the Institute.

Dr. A S Dua,
Director

AFCON Infrastructure limited

Lok Bharti delivered 96 hr training at our DMRC site. They have deployed experienced trainer. As a training institution, Lok Bharti provides practical and hands on training to enrich technical and operational skills in safety. Thank you for sharing all your expertise with us.

Lakshmi Kant,
Chief SHE Manager

SKSS COLLEGE OF NURSING

I appreciate your tremendous efforts and am thankful to you for running the program of skill development in healthcare sector. Your monetary rewards and on time payout under NSDC star scheme were of great help.

We hope to collaborate with Lok Bharti in future Training Projects as well.

Kanwaljit Kaur,
Principal

SCHNEIDER INDIA

Lok Bharti has made an impressive contribution towards Schneider India Electric Foundation in helping people to get training from the bottom of the pyramid in electrical skills and building their career at the grass root level.

We would like to thank the team of LOK BHARTI EDUCATION SOCIETY for joining hands with us and wish them success for upcoming training programs.

Prashant Shetty,
CSR Manager

J.Kumar Infra Project LTD

Lok Bharti is conducting SHE training with innovative ideas and experienced trainer. Lok Bharti Skilling Solutions adds value to the learning of candidates through their training methodology.

Sushant Kumar Singh,
Chief SHE Manager

Financials

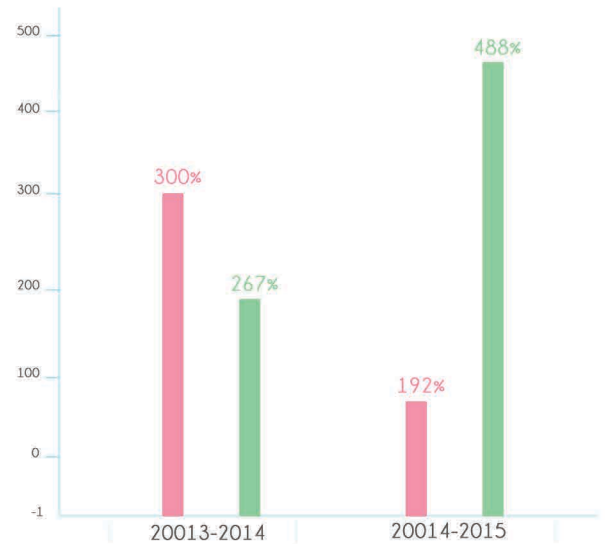
Growth Chart		Lok Bharti Group		
FY Year	Revenue Growth in Percentage(%)	Inflow Growth in Percentage(%)	Growth in no. of Employees Percentage(%)	Growth in no. of Sites/Centers Percentage(%)
2013-2014	126%	195%	300%	267%
2014-2015	176%	167%	192%	488%



- Percentage growth in Revenue
- Percentage growth in Collection



- Percentage growth in No. of Employees
- Percentage growth in Sites/Centers



OUR PARTNERS

Clientele



Aditya Builders & Developers



Ajnara Homes



American India Foundation



Afcons



Automotive Skills Development Council



Assotech



CEC



DLF Foundation



दिल्ली मेट्रो रेल कॉर्पोरेशन लिमिटेड
Delhi Metro Rail Corporation Limited

Delhi Metro Rail Corporation



Godrej



HCC



Isolux Corsan



Jaypee Greens



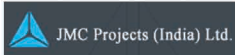
Jindal Buildsys



Jindal Stainless Steel



J Kumar



JMC



L&T Constructon



Lucknow Metro Rail Corporation



Schneider Electric

Government Association



(PIP)
Participatory Identification of Poor

Aajeevika



Construction Skill Development Council



Deen Dayal Upadhyaya Grameen Kaushalya Yojana



Directorate General of Employment and Training



District Poverty Initiatives Project



Healthcare Sector Skill Council



Indian Tourism Development Corporation



Agriculture Sector Skill Council of India



National Skill Development Corporation



Rajasthan Skill and Livelihoods Development Corporation.



Standard Training Assessment and Reward



Uttar Pradesh Skill Development Mission



Retailers Association's Skill Council of India



National Buildings Construction Corporation

Knowledge Partners



Assotech



DLF Foundation



Godrej



Jindal Stainless Steel



L&T Constructon

Placement Partners



Galio



State Bank of India



Amartech



Care & Concern



RMPL



better work, better life

Adecco



Global Innovsource



IKYA



Maven



Team Lease



Godrej



Samsung



Au Bon Pain



Devyani International



Mast Kalandar



Amazon



Auchan



MSWIPE



Shivashakthi Bio Plantteec



Spencer's



Dishtv

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लोक
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