



# REACHING THE UNREACHED

*"Universities exist to benefit those who are unable to attend them."*

*-Daisaku Ikeda*

## Overview

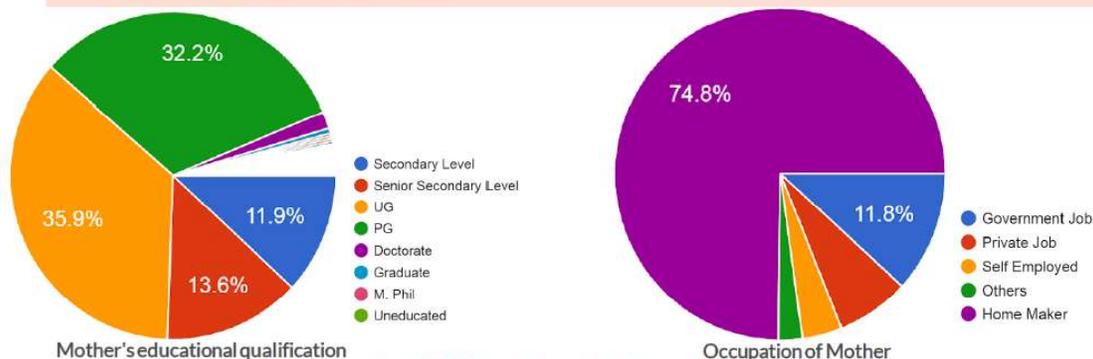
IGDTUW intends to reach out to career dropout women providing non formal learning opportunities in a host of areas to provide skilling, up-skilling and reskilling opportunities to women. This will enable women to tap their intrinsic potential and find conducive work opportunities leading to financial growth and independence. It will also create awareness in the IGDTUW students to negotiate similar employment related challenges in future by investing in entrepreneurship education at this stage of life itself and create livelihood by becoming



### WOMEN IN PROFESSIONAL FIELD- SURVEY OF IGDTUW FAMILIES

#### WOMEN:

- More than 70% mothers are graduates or having higher level qualifications and at the same time almost 75% are not pursuing professional career
- Discontinuation of career due to marriage/ child
- Stereotype about working women



Source: IGDTUW Internal Survey of Students January 2021

entrepreneurs rather than become a career dropout.

Indira Gandhi Delhi Technical University for Women has conducted a pilot research for ladies based in Delhi and the findings of the survey (sample size 734) are as mentioned below: -

It is found in the survey that these women left their career opportunities at mid age majorly due to either a break in their career or their family responsibilities. Now, many of them wish to start working either as a

- freelancer (professional),
- join a company (as an employee) or
- to start their own venture (as an entrepreneur).

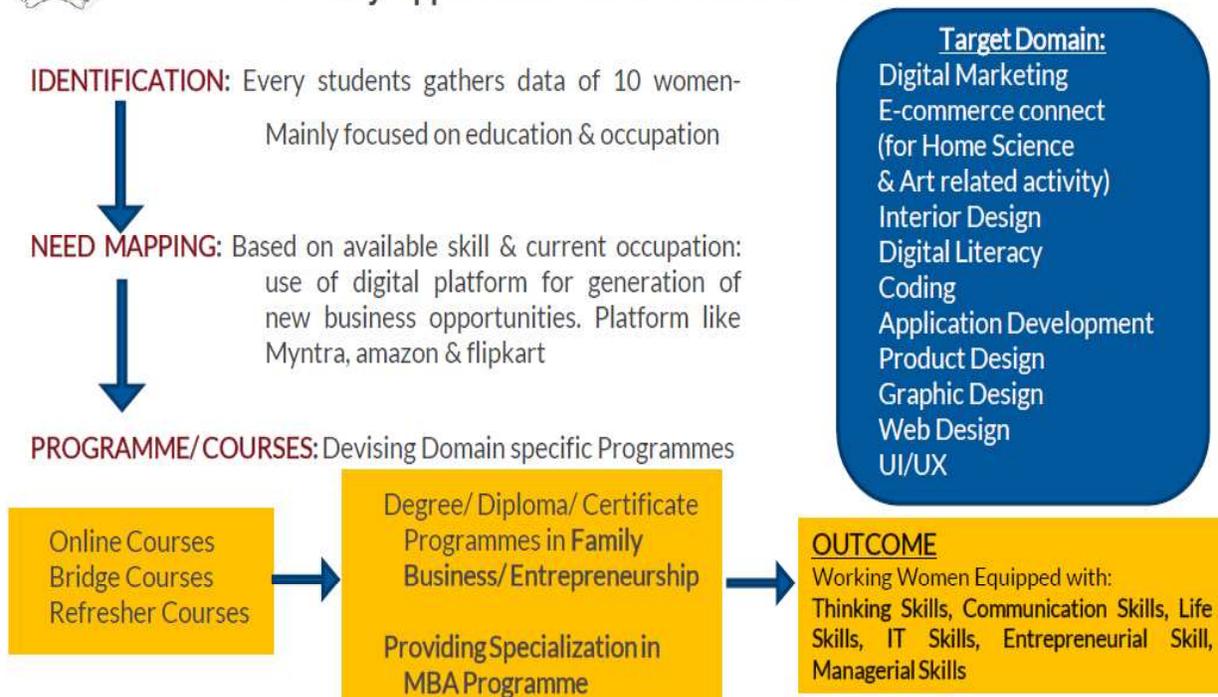
Some of the hurdles which are faced by these women in restarting their career are

- a. Lack of motivation and confidence
- b. Uncertainty about future category
- c. Long career gaps
- d. Needs of reskilling and upskilling



## WHAT IGDTUW PLANS TO OFFER-

### Re-entry Opportunities for Women Professionals:



## Process

Indira Gandhi Delhi Technical University for Women (IGDTUW) is going to provide a platform for such women through facilitating them in all above stated areas. It will be done in the stages as mentioned below: -

1. **Data Collection Team** – For this noble social work, a strong team of IGDTUW students is created by their choice. Their prime responsibility is to collect maximum possible data of such needy ladies. Data is also to be collected through various NGOs such as Karyashala, WEE Foundation etc.
2. **Reaching the unreached** – IGDTUW has already started collecting data of identified career dropout females within the territory of the state of Delhi. This is being done by

our 'Data Collection Team' through a digital form created wonderfully by the core team of the University.

The link for data gathering may also be made available on the website of the University and Anveshan Foundation (the University's incubation center). An advertisement regarding this initiative is to be published in the local newspapers and FM radio so that many other women can fill their details through the link directly.

3. **Focus Group Discussion with the career dropout women**- FGDs will be held with sample population of career dropout women to map and identify their needs, which can be supported through interventions from IGDTUW. This will help in planning relevant, affordable, workable and impactful interventions.
4. **Career Counselling Teams (CCTs)** – The university may formulate five teams consisting of one faculty member (as team leader) and three students (as team members) i.e., five teams of four members each (total twenty people).

Anveshan Foundation will conduct an offline session of these people on various psychological aspects pertaining to career counselling such as a) core competencies test, b) multiple intelligence, c) skill inventory and d) behavior & personality test.

5. **Skill Mapping by CCTs** – According to the outcome of the analysis of data, CCT will map the skill, reskill and upskill required by the women candidates. The same will be suggested to the candidate with detailed explanation of the application & process of skill linked courses. Applications available on paper/ online are to be filled by candidates.
6. **Choosing a Skill** – Candidates can choose any of the following skills as per their choice and outcome of the CMTs.

Sr. Number	Skill Specialization (Certificate Course)	Duration
1.	Digital Marketing and E-Commerce	Two months
2.	ICT	Two months
3.	Web Design	Three months
4.	Application Development	Three months
5.	Product/ Graphic Design	Three months

6.	Interior Design and Home Furnishing	Three months
7.	Hospitality and Tourism	Three months
8.	Readymade Garment Manufacturing	Three months

7. **Conducting Courses-** All of the above certificate courses will be run by the University along with 'Anveshan Foundation'. Resource Persons/ trainers for the courses will be empaneled by Anveshan Foundation. Application for resource persons (on requirement basis) will be invited by local hindi and English newspaper advertisements.

After completing the course, a certificate will be issued to the candidate.

8. **Career Settlement:** - During and after the certificate course, the placement cell of the University will work for their career settlement.

8.1 Employment: - Placement cell of the University will prepare the lists of the employers pertaining to all the skill areas where training is provided. Such employers will be connected and will also be invited to the University campus for visit and placements.

8.2 Freelancers (Professionals): - For those who want to start working as professionals, the university will facilitate them in marketing their products and services. A totally separate portal will be launched to demonstrate such professional work and products soon. Each professional will be able to create pages for their products from where they can directly reach to the prospective customers and also sell their product/ services.

8.3 Entrepreneurs – If some candidates want to start their own venture, Anveshan will help them in creating their own firm (Proprietorship, Partnership, LLP or Private Limited) and start their businesses. An option for SHGs through trust or society will also be given and made available for them.

9. **MBA in 'Family Business & Entrepreneurship'** – The university will start a dedicated program of two years for those ladies who want to plan/ start their venture. This program will be conducted by the department of Management Studies of the University.

10. **Motivation Drives-** Faculty members and the students of IGDTUW who were involved in the initiative will be felicitated in the orientation programs of the University so that the spirit of this social initiative may propel to the newly admitted students of the University.

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11. **Publishing the Success Stories** – IGDTUW will publish the success stories of all the women who have completed the skill course certificate and got recognized in their realms. If some women entrepreneurs are able to generate employment through their venture, they will be felicitated at State Level.
  12. **Iterations and scaling up**- Through referral, the University will plan an iterative process and to provide such a platform to the maximum numbers of candidates. Training centers at different locations of Delhi can also be opened to augment the reach.

Through the web portal, universities will be committed to support women in this line where all kinds of details pertaining to the initiative will be flashed from time to time. All new courses, programs and primary details of the candidates will be given along with the placement, professionals and entrepreneurs' record.