

Sky Social

Annual Report



2022-2023



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IEC SUPPORT FOR GRAMODYOG SANSTHAN IN JAL JEEVAN MISSION (JJM) TRAINING PROGRAMS

Introduction

Sky Social, as a key implementation partner, played a critical role in supporting Gramodyog Sansthan in the execution of Level 3 Key Resource Centre (KRC) training programs under the Jal Jeevan Mission (JJM) in Madhya Pradesh and Chhattisgarh. With its expertise in Information, Education, and Communication (IEC) development, Sky Social ensured that community stakeholders, including Panchayati Raj Institution (PRI) members, Gram Panchayat officials, and Village Water and Sanitation Committee (VWSC) members, received clear, engaging, and actionable information on sustainable water management and the implementation of functional household tap connections (FHTCs).

Sky Social has supported the implementation of this mission in various districts of Madhya Pradesh and Chhattisgarh through skill training with stakeholders, communication activities and consultation. The project started from December 2022 and is still ongoing.



Objectives of the Mission

The broad objectives of the Mission are:

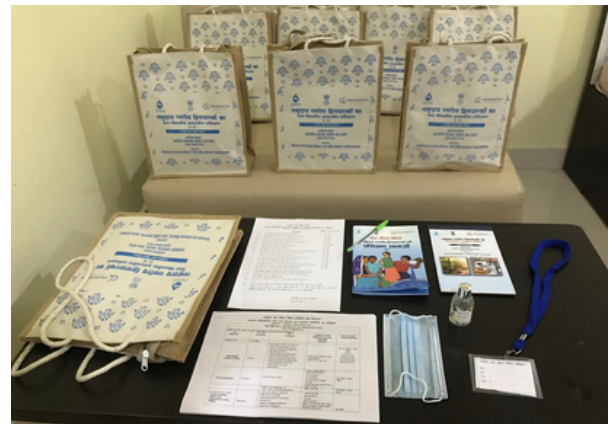
- To provide FHTC to every rural household.
- To prioritize provision of FHTCs in quality affected areas, villages in drought prone and desert areas, Sansad Adarsh Gram Yojana (SAGY) villages, etc.
- To provide functional tap connection to Schools, Anganwadi centres, GP buildings, Health centres, wellness centres and community buildings
- To monitor functionality of tap connections.
- To promote and ensure voluntary ownership among local community by way of contribution in cash, kind and/ or labour and voluntary labour (shramdaan)
- To assist in ensuring sustainability of water supply system, i.e. water source, water supply infrastructure, and funds for regular O&M
- To empower and develop human resource in the sector such that the demands of construction, plumbing, electrical, water quality management, water treatment, catchment protection, O&M, etc. are taken care of in short and long term
- To bring awareness on various aspects and significance of safe drinking water and involvement of stakeholders in manner that make water everyone's business

Communication Activities

Effective communication is key to raising awareness about the JJM and encouraging community participation. Sky Social has undertaken a series of communication activities tailored to the unique needs of MP and CG.

These activities encompass a wide range of strategies, including printing ICE, informative materials, organizing exhibitions, and conducting consultation sessions. Printing materials such as brochures, pamphlets, and posters have served as valuable educational resources, disseminating information about water conservation, hygiene practices, and the JJM's objectives.

Exhibitions have provided a platform for showcasing the importance of water resources and sustainable practices. They have also facilitated direct engagement with communities and stakeholders. Consultation sessions have allowed for valuable two-way communication, enabling stakeholders to share their insights, concerns, and suggestions.



Comprehensive IEC Development

Recognizing the critical role of effective communication in community-based programs, Sky Social designed and developed a comprehensive IEC strategy to support Gramodyog Sansthan's training initiatives. The key components of this support included:

Design & Development of IEC Materials

Sky Social created a range of visually engaging and easy-to-understand IEC materials tailored to the needs of rural communities. These materials served as training aids for field trainers and Gramodyog Sansthan's facilitators, ensuring that critical messages on water conservation, tap water safety, and sustainable water use were effectively conveyed.

- **Training Modules & Handbooks:** Developed structured training manuals for trainers and stakeholders, providing in-depth guidance on water governance, roles of PRI members, VWSC responsibilities, and community participation.



- **Infographics & Posters:** Designed visually appealing posters that simplified technical concepts like water filtration, water safety measures, and the role of local governance.
- **Flipcharts & Pictorial Guides:** Created step-by-step illustrated guides to aid in sessions for rural audiences, including those with limited literacy.
- **Pamphlets & Brochures:** Developed concise, informative booklets on water quality, household tap water connection maintenance, and best practices for water conservation.

Interactive Exhibition & Awareness Setup

Sky Social played a pivotal role in setting up exhibition spaces at Gramodyog Sansthan's training programs, making learning more interactive and engaging. The exhibition served as a visual learning tool, ensuring that trainees could grasp essential concepts through practical demonstrations and live illustrations.

- **Exhibition Booths:** Designed and set up thematic booths focusing on water filtration techniques, safe drinking water practices, and pipeline installation processes.
- **Demonstration Models:** Developed working models showcasing water conservation techniques, household tap connections, and community-based water monitoring mechanisms.
- **Standees & Banners:** Designed large-scale banners summarizing key takeaways for quick reference and reinforcement of training content.

Community-Centric Communication Tools

To ensure effective knowledge retention, Sky Social developed multi-format communication tools that catered to diverse learning styles among rural participants.

- **Audio-Visual Training Aids:** Created animated videos, voiceovers, and slide presentations to make learning more engaging and relatable.
- **Community Radio Scripts:** Developed localized content for community radio stations, ensuring that the message of water conservation and tap water maintenance reached a wider rural audience.
- **Storytelling-Based Approach:** Used case study-based narratives showcasing real-life success stories of communities managing their water supply efficiently.

Localization & Cultural Relevance

Sky Social ensured that all IEC materials were culturally and linguistically appropriate for the target audience in Madhya Pradesh and Chhattisgarh.



- Regional Language Adaptation: Developed content in Hindi and local dialects, making information accessible to rural community members.
- Culturally Relevant Messaging: Integrated folk storytelling, traditional wisdom, and community narratives to enhance relatability.

Impact & Reach

With Sky Social's IEC support, Gramodyog Sansthan was able to:

- Enhance community participation by making training sessions more interactive and engaging.
- Ensure better knowledge retention through visually appealing, easy-to-understand IEC materials.
- Empower local governance bodies and community leaders with actionable insights on water safety and management.
- Reinforce JJM's objectives of sustainable water supply through clear, structured communication.



By strengthening the training and awareness components of Gramodyog Sansthan's programs, Sky Social played a crucial role in driving community ownership and long-term sustainability of water supply systems under Jal Jeevan Mission.

Conclusion

Sky Social's work with Gramodyog Sansthan under the Jal Jeevan Mission reflects its commitment to strengthening policy implementation through strategic IEC development. By leveraging visual communication, innovative exhibition setups, and localized training content, Sky Social has contributed to enhancing rural water governance and empowering communities to take ownership of their water resources. This collaboration stands as a model for effective grassroots capacity building, demonstrating the power of communication in transforming policy into impactful action.

HUNAR SE ROZGAR TAK

MINISTRY OF TOURISM | GOVERNMENT OF INDIA
Skill Development programme

Introduction

Sky Social is working on the Ministry of Tourism's Hunar se Rozgar tak scheme in three tribal districts of Madhya Pradesh including Betul, Chhindwara and Seoni. We have trained 180 students under this initiative. "Hunar se Rozgar" is a scheme of the Ministry of Tourism that was launched for creation of employable skills amongst youth belonging to economically weaker sections of the society. This initiative was taken to bridge the gap of skilled workforce in the hospitality sector.

Sky Social has always been working with the most marginalised communities since its inception. Madhya Pradesh has many tribal districts and reaching out to them has been a little difficult. The diversity in the tribes across the state comes from differences in heredity, lifestyle, cultural traditions, social structure, economic structure, religious beliefs and language and speech. Due to the different linguistic, cultural and geographical environments, the diverse tribal world of Madhya Pradesh has been largely cut off from the mainstream of development.

These tribal districts have the most vulnerable population, and many government schemes & policies are unable to reach out to them. Youth hailing from these districts have a lack of resources for getting proper education & training which causes many social as well as economic problems for them.



Our focus through our initiative is to reach out to young people in these tribal districts of Betul, Chhindwara and Seoni and provide them with skill training so that they can have access to resources and are not left behind. We want to ensure inclusion to create a social impact that is sustainable and also gives youth a platform to learn, grow & become economically independent. Our initiative will create youth leaders who will empower the whole tribal community at large.

In the globalized world, skill development & life skills are becoming more and more important for successful employment of young people. These skills are important for the young people to secure a job, retain employment and move flexibly in the labour market as well as engage in lifelong learning.

Through our programme with we are focusing on all these aspects for holistic growth and development through a human rights lens and working towards various SDGs including zero poverty, education, gender equality, economic development & reducing inequalities.

Young people are vital to our future, and we believe enhancing their skills through our training programme, will help them get better access to employment opportunities along with holistic growth. Through our programme, we are ensuring the employment shift of rural youth from the informal to the formal sector.



Need for Skill India

A recent Confederation of Indian Industry (CII) in a report stated that “the Indian

economy has the potential to grow from the current \$3 trillion to \$9 trillion and \$40 trillion by 2030 and 2047, respectively. But this is possible only if the working-age population is productively employed.”



The courses offered under our Skill Development Project -

1) Food and Beverage Steward

Food and Beverage Services can be broadly defined as the process of preparing, presenting and serving of food and beverages to the customers.

In the Food and Beverage Service industry aspirants can work in restaurants, hotels, food stalls and the like. Apart from this, the Food and Beverage Service also includes companies that are involved in the packaging and distribution of food materials.



2) Front Office Associate

Front office is the first department of hotel which comes in guest contact, at the time of guest arrival and the last department when they depart from the hotel. This department performs the various functions like reservation, reception, registration,

room assignment and bills settlement of a resident guest. The guest remains in contact of front desk for information and any kind of help. Thus, we can say that the Front Office is the hub of hotel operations.

After completion of Front Office Associate Course, The Trainee will be liable for receiving the guest, handling guest registration method, reaching to any guest necessities, cashiering and handling guest accounts throughout the stay.



Youth Mobilization

Mobilization is bringing resources into use for a particular purpose. Youth are no less than a resource to the country. They have the energy, creativity, and enthusiasm to bring about positive change in the world. Young people are the driving force behind social, economic, and political progress.

There are many ways to support youth voices—from training students with different skills to research and address issues in their own communities. Skill development programmes help them find better employment opportunities in today's competitive time. And encourages them to make a shift from the informal sector to the formal sector.

Mobilization of youth towards the formal sector through the skill development training programmes is essential to empower the youth so that they can live a decent life and contribute to country's growth.

Sky Social conducted various mobilizing activities in Betul, Chhindwara and Seoni by sharing the details of Hunar se Rozgar Tak program.

The mobilizing activities included –

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1. Visits to local areas, villages, colleges, coaching centers
2. Student Data Collection
3. Workshops and Interactions with Local Authorities
4. Interactions with government authorities like Janpad Panchayat, Forest Department
5. Display Of Banner at local areas across the district
6. Community Meeting
7. Rozgar Melas
8. Focused Group Discussion with Industry Experts from various restaurants and hotels
9. Pamphlet Distribution at MP Online, School, college, coaching, csc, kiosk, Local Bazaars
10. Workshops at local events

”



What is Skill Development ?

Skill development is for determining skill gaps and to overcome them. Skill development also refers to acquiring additional capabilities through different and innovative levels of learning and training, which can either be in formal, non-formal, informal or in practical (on the job) formats

Rural Youth Development

According to the National Sample Survey Office (NSSO), the unemployment rate among rural male and female youth stood at 17.4% and 13.6% respectively in 2020. These numbers indicate that regular jobs with additional benefits are hard to come by for rural youth. Sky Social's motive is to help the youth focus on their work and enhance their technical expertise.

Once these youngsters are adequately educated, they will get their desired jobs. And that is possible only by skill development and training, which is the solution to this problem. The initiative undertaken by the Government will empower the rural youth with knowledge, skills and capabilities that will allow them opportunities to better themselves and support their families.



Challenges involved in Rural Skill Development

Whilst the initiative is well-formulated, there are still many hurdles to achieving optimum results. One key issue is technology, which we have discovered during the recent pandemic, is a huge enabler, lack of access The rapid shift towards digitization and inability and lack of access to technology in rural India has made it difficult for the rural youth to avail of many of the initiatives designed for them. Being able to leverage technology to making these initiatives sustainable with long-term benefits and then taking that last mile, which is introducing skills training in rural education institutes is probably the biggest challenge to overcome.

The Solution

Unarguably it is skill development. Only with a systematic and well laid methodology of identifying the skills gap in youth and providing training to strengthen them will it translate into employment benefits to them. Skill development programs are based on understanding the existing levels of education and capabilities of the rural youth, and then extending support by assisting them proper guidance, infrastructure, opportunities, and encouragement that help them achieve their ambitions.



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These two courses are an important component of the hospitality sector which are very dynamic in nature and cover a wide range of job opportunities. Along with this, they are also getting trained for self-employment and entrepreneurial opportunities.

Life Skills – An important Element for Skill Development Programme

What is Life Skills?

Life skills are defined as “a group of psychosocial competencies and interpersonal skills that help people make informed decisions, solve problems, think critically and creatively, communicate effectively, build healthy relationships, empathize with others, and cope with and manage their lives in a healthy and productive manner. Life skills may be directed toward personal actions or actions toward others, as well as toward actions to change the surrounding environment to make it conducive to health.” according to World Health Organization (WHO). Bearing the WHO definition in mind, we at Sky Social through our life skill sessions offer youth the emotional, social and intellectual tools needed to achieve success in life – on a personal level, an interpersonal level, and within their community and work places.



Why Is Basic Life Skills Important?

The Basic Life skills provides readily available tools to deal with challenges/demands of daily lives the youth face, from managing their emotions to make an informed decision. It also helps develop children's personality, talents, and mental and physical abilities, and realize their true potential through learning to know oneself and others, and make effective decisions to live harmonically together in the society.

We have included life skills among the essential learning tool for survival, capacity development and quality life. We also realise that all young people and adults have the "human right to benefit from an education that includes learning to know, to do, to live together."

