

Aakarshan- A Vocational Training Program through Community Participation

A CSR initiative of Spark Minda, Ashok Minda Group



As a part of CSR initiative Spark Minda Ashok Minda Group has recently introduced Aakarshan – A Vocational Training Program for the underprivileged section of the society. The objective of the centre is to educate the children in vocational skills and to train the youth for employability through imbibing technical skills. First Aakarshan Centre has been established in Kuleshra village of Greater Noida in the Community Hall of the same village through Gram Panchayat’s support. The first trade introduced at the Vocational Training Centre is Basic Computer Training after a need assessment exercise in the village.

Presently, 39 school going children (Boys-20 and Girls – 19) of Kuleshra village of Greater Noida belonging to lower socio- economic background are getting this comprehensive training . In 6 months duration, the learners will be taught basic Computers. A batch for the youth in the age group of 18-35 is shortly going to start. Similar centers are proposed be opened in Pune and Chennai this year.

In the collaborative model of intervention for Aakarshan Project, we involved the local community and the Gram Panchayat for ensuring sustainability of the Program. In this model, we are leveraging the collaborative strengths through ensuring participation and mobilization of the Community through Gram Panchayat’s involvement and got support in setting up the Centre. They provided us the Community Centre of their village for running Training Programs, we renovated the Centre and equipped it with training centre requisites.

On 19th February, The Group CSR Committee organized a felicitation Program for the Gram Pradhan and the Panchayat representatives for their support in setting up and running the Centre. In this program, Mrs. Sarika Minda, Member CSR Committee welcomed the Panchayat representatives and requested them for supporting in upcoming need based Training Programs at Aakarshan Vocational Training Centre; Mr Praveen Gupta, CEO, Minda SAI thanked the Panchayat representatives for supporting us to take up the cause of education for the area; Mr Ashim Vohra, Group Chief Business Excellence Officer ensured the Panchayat members that we will keep ensuring quality in our Training Programs; Mr MK Pajan, Advisor, CSR discussed the further needs of the Children and Youth in the area of education with the members; Mr Lalit Somantha, Head Group HR took the Panchayat members to the classroom and demonstrated the training delivery system; Ms. Megha Minda interacted with the learners about the course curriculum and training process and Mr Sanjay Joshi and Mr MC Joshi from Moga Devi Minda Charitable Trust gave their observations for further value additions in the Training Program. Mr Anil Barta, Mr Amit Jalan, Mr PS Baghel, Mr Hirendra and Mr Praveen Karn organized the program. The program ended with a complimentary note by all the members with a future mission for expansion of Training Program and reaching to more and more aspiring children and youth.

Glimpse of Felicitation Program :-

	
CSR Committee members discussing with Panchayat Representatives	Mrs. Sarika Minda encouraging children



Mr. Lalit Somantha taking a round of classroom with Gram Pradhan



Mr. Praveen Gupta gives away a token of appreciation to Panchayat Representatives



Mr. Ashim Vohra encouraging children



Mr. MC Joshi welcoming Panchat Representative



Ms. Megha Minda interacting with the learners at Aakarshan Centre



Panchayat Representatives, Group CSR Committee and a group of learners