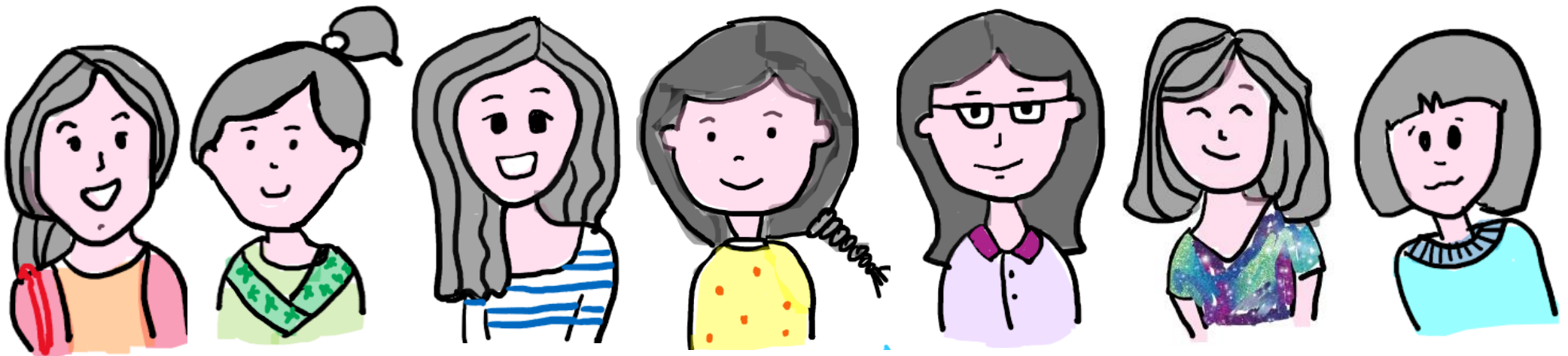
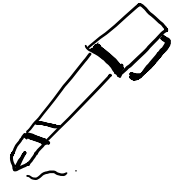


Building Personas

Project Simmer



The Working Group



Persona 1: Meena

Observations : Meena is an introvert and takes time to open up with new people. She is burdened with family responsibilities and her only goal is to live a stable, respectable life.

Her skills as well as her social circle is limited and she doesn't have many role models around her.

Low skilled/ agency over career decisions/no career awareness or exposure

Hard Facts

Meena is 22yrs old and lives in Gorakhpur with her parents. Her father is a bank clerk and her mother is a house wife. Meena has recently joined a tele calling job.

Goals & Ambitions

Meena wants to earn money so she can be independent. She likes to work alone, rather than in teams.

Tech-Use

She has a smartphone but with limited internet and doesn't use social media because her brother discourages it.

Workplace Environment

Meena feels she doesn't receive any guidance or appreciation at her current work. There is also not much to learn.



Meena

Social Circle

Meena spends most of her time with family and considers her father as a source of inspiration.

Routine

Meena wakes up early, does house chores, prepares breakfast for her parents and takes a bus to her office. She comes back by 6pm before dark, watches tv and rests.

Interests and Values

Meena likes to cook and listen to music. She is hardworking and wants to help others.

Achievements

Meena is the first girl in her family to work full-time.

Her fears ?

Meena is afraid that she will soon get married. She is also worried how her relatives would react to her new job. Meena feels her lack of English fluency might become an obstacle in her career growth.

Persona 2: Rashmi

Observations : Rashmi is a girl with high spirits, she loves to create conversations and build new connections. She is ambitious, competitive and has some idea of how her career path looks like.

Rashmi has strong networking & communication skills but she is underpaid in her current job role. She is unaware of the existing job market and where her competence lies.

Skilled/Risk taker/Complete agency over career decisions/unaware of career options

Hard Facts

Rashmi is 23yrs old and lives in Noida away from her family. Her father works in a printing press. Rashmi is a sales-agent for an insurance company.

Goals & Ambitions

Rashmi wants to study further so she can get better jobs and gain professional growth.

Tech-Use

Rashmi uses an office laptop for writing emails and is active on facebook /instagram.

Workplace Environment

She feels over-burdened and is sometimes asked to stay beyond work hours.



Interests and Values

Rashmi loves to travel and explore new people & places. She likes to take initiatives and do challenging jobs.

Social Circle

Rashmi enjoys meeting new people and sharing her ideas. She considers her boss as her mentor. Rashmi also has a bunch of friends to have fun with!

Achievements

Rashmi was once mentioned in the top-5 sales agents in the company.

Routine

Rashmi leaves home at 9am, travels for an hour to reach her office. She visits the field to meet customers, sometimes, during the day. Comes back home by 7:30pm, chats with her friends on whatsapp and goes to sleep by 11:30pm

Her fears

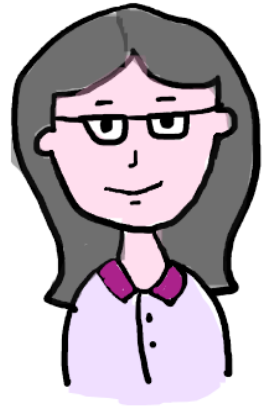
Even though she enjoys her job, Rashmi is afraid that she might not get a promotion because her boss isn't aware of her great performance. She desperately hopes for a salary raise.

Persona 3: Koyal

Observations : Koyal is a day dreamer, she has found a safe, decent paying job but her work doesn't excite her. Her heart lies in doing something more field-based that can create a visible impact in the society.

Koyal relies on her parents' permissions for most of her decisions, she is afraid to take the leap since this might affect her personal relationships.

Skilled/ risk-averse/ no agency over career decisions/ medium career awareness



Koyal

Hard Facts

Koyal is 21 years old and lives in Kanpur. Her father runs a grocery shop near their house. Koyal is an accountant and is currently working under a CA.

Goals & Ambitions

Koyal wants to pursue a degree in MSW because it would involve networking and working for the society.

Tech-Use

Koyal has a personal smartphone and knows how to operate the office desktop for work. She loves using Facebook and reading about her friends' life updates.

Workplace Environment

Koyal is often appreciated by her superior for being consistent & diligent. Though, she sometimes finds her work monotonous and boring.

Social Circle

Koyal has many friends, loves to spend time with them and go out. But she doesn't get a chance to do this too often.

Routine

Koyal wakes up early morning for a walk on her terrace. Helps her mother in the kitchen, reaches office by 10:30am. She is back home by 5:00pm after which she usually reads a book or watches her favourite show before going to sleep.

Interests and Values

Koyal enjoys reading books. She is not really a risk-taker and cares about how her family perceives her.

Achievements

Koyal scored the second highest marks in Accountancy in her final year of graduation.

Her fears ?

Koyal feels that she is not getting a chance to pursue her dream job and is pressurised by her family to stick to a safe & stable career. She fears not being able to take a stand for herself.

The Non-Working Group



Persona 1: Aarti

Observations : Aarti is full of life and positivity. She is focussed, confident and knows how to get her work done. She is quick in identifying and availing opportunities around her, though they are very limited.

Aarti is also self-aware of her areas of improvement and wants to work on them to be able to perform at her best.

Skilled/networker/aware of career options/agency over career decisions



Aarti

Hard Facts

Aarti is 18 years old and lives in Karnal, Haryana with her parents. She is currently pursuing Bachelor of Arts in a government-aided college.

Goals & Ambitions

Aarti has a dream of starting an NGO to serve the society. She wants to be independent, support her family and make them proud.

Tech-Use

Aarti carries her mother's smartphone to college everyday. She learned how to use a computer during her school classes.

Self-Image

Aarti describes herself as friendly, determined and honest. She thinks she can bring a change in her society.

Decision Making

She gets to choose what she wears to college and seeks help from her father for career related decisions.

Interests & Values

Aarti likes to learn dance and take tuition for children in her neighbourhood. Aarti always tries to take care of others and make them happy.

Career Preparation

She knows if she has to start her own Ngo, she would first have to work in a big NGO like WHO, UNICEF.

Her fears ?

Aarti feels due to some negative people around her, she loses her motivation. But she is trying to find a way out and prove herself.

Persona 2: Rupali

Observations : Rupali is one of the many, government job aspirants, who embark this journey mostly for the recognition and stability that it brings with it. She is influenced by her elders fortaking career decisions and doesn't want to look for any other professions, in the fear of "losing focus" .

Rupali relies on the time and effort she puts in for her career success. The chances can be higher if only she opens herself to guidance, external support and alternate plans.

Skilled/focussed/risk-averse/medium career awareness/low agency over career decisions



Hard Facts

Rupali is 22 years old and lives in Varanasi with parents. Her father is self-employed and has a small family business of Sarees. She is currently pursuing Masters of Arts from an Open University.

Goals & Ambitions

Rupali has a dream of becoming an IAS officer. She wants to earn money and wants the perks that are attached to being a government servant.

Tech-Use

Rupali has a smartphone and a laptop at home. She uses both mostly to practice papers and watch Youtube videos.

Self-Image

Rupali describes herself as hardworking and sincere. She thinks she has leadership qualities and can crack the competitive exams.

Decision Making

Rupali has to ask her father and brother if she wants to go out with friends or resolve career related queries.

Interests & Values

Rupali spends most of her time reading, studying course material but likes listening to motivational speeches when she is free. She believes we need to work hard to earn respect in the society.

Career Preparation

Rupali is doing self-study and is taking help from material available online.

Her fears ?

Rupali thinks her bad habits and laziness, make her lose focus and she wants to work on them to be able to fulfil her dreams.

Persona 3: Zoya

Observations : With many people playing a part in her life decisions, Zoya struggles to become self-confident and self-dependent.

She blames herself for most of her troubles and finds it difficult to reach clarity in her career path.

Zoya is still transitioning to adulthood.

Unaware of self's skills/unaware of opportunities/no agency over career decisions

Hard Facts

Zoya is 18 years old, from Lucknow and lives in a joint family. Her father works at a book store. Zoya is in her first of graduation and pursuing Bachelors of Science from a government college.

Goals & Ambitions

Zoya is confused about her career right now but she wants to do a job so she becomes independent.

Tech-Use

Zoya doesn't have a personal smartphone. She sometimes uses her brother's laptop for surfing.



Zoya

Self-Image

Zoya describes herself and short-tempered, serious and family loving. She wants people to like her but she hesitates in making new friends.

Decision Making

Zoya is not allowed to travel on her own or spend time with friends after 6pm. Her parents and her grandfather will guide her on choosing the right job for herself.

Interests & Values

Zoya likes to watch movies and play games in her free time. She is straight-forward and that sometimes gets her into trouble.

Career Preparation

Zoya talks to her college teacher for guidance and seeks help in her studies.

Her fears ?

Zoya feels her aggression sometimes makes her a bad person, she wants to learn to control it to avoid conflicts at home and college.

Persona 4: Sangeeta

Observations : Sangeeta has faced numerous challenges and hurdles in life. She represents young women whose only way to settle in life is to 'keep trying'. Sangeeta has very limited skills and way too many responsibilities. Despite all the atrocities, she continues to deal with her struggles to make a living.

Sangeeta is focussed on improving livelihood of her family members, her personal career growth is the last thing on her mind.

Low-skilled/unaware of opportunities/agency over career decisions

Hard Facts

Sangeeta is 23 yrs old and belongs to Barabanki district. She is a graduate, living with a single mother and two younger siblings. She is currently looking for a job to support her siblings' education.

Goals & Ambitions

In order to fulfil her family's financial needs, Sangeeta is looking for a job in vicinity but couldn't find anything that is safe and pays well.

Tech-Use

Sangeeta and her mother share a basic phone for calling. She doesn't know how to operate a computer.



Sangeeta

Self-Image

Sangeeta describes herself as simple and a nature lover. She feels she can handle any challenge in life.

Decision Making

Sangeeta takes most decisions on her own but sometimes consults her uncle if it is important.

Interests & Values

For Sangeeta, family comes first. She wants to earn enough money so they can move to a better house, in a safer locality.

Career Preparation

She keeps following up with her college friend for any new jobs/vacancies

Her fears ?

Sangeeta is confused what the future holds for her, she also doesn't want to get married till the time her younger brother graduates.

Epilogue

[...]

The Working Group

- Most of our working alumni are either not getting or investing time to upskill themselves. This leads them to the struggles of availing a desired job profile or receive remuneration that is unsatisfactory.
- Their professional network is very limited because of which they lack guidance-role models or mentors who can support them in growing, finding suitable career opportunities and building overall self-confidence.
- Sectors and the presence of a team to work with has shown a significant difference in the motivation levels of working women.

The Non-Working Group

- Many of the non-working girls, could not articulate their real skills while describing themselves. This, again is due to lack of exposure, experiences and feedback in their current network.
- Career awareness across age groups and regions was considerably low. They were unable to identify different sectors, the skillset required and the actual profile needs. This is also leading to little career preparation at their end.
- Poor decision-making skills, as they look up to family members for direction in personal as well as career related situations.

