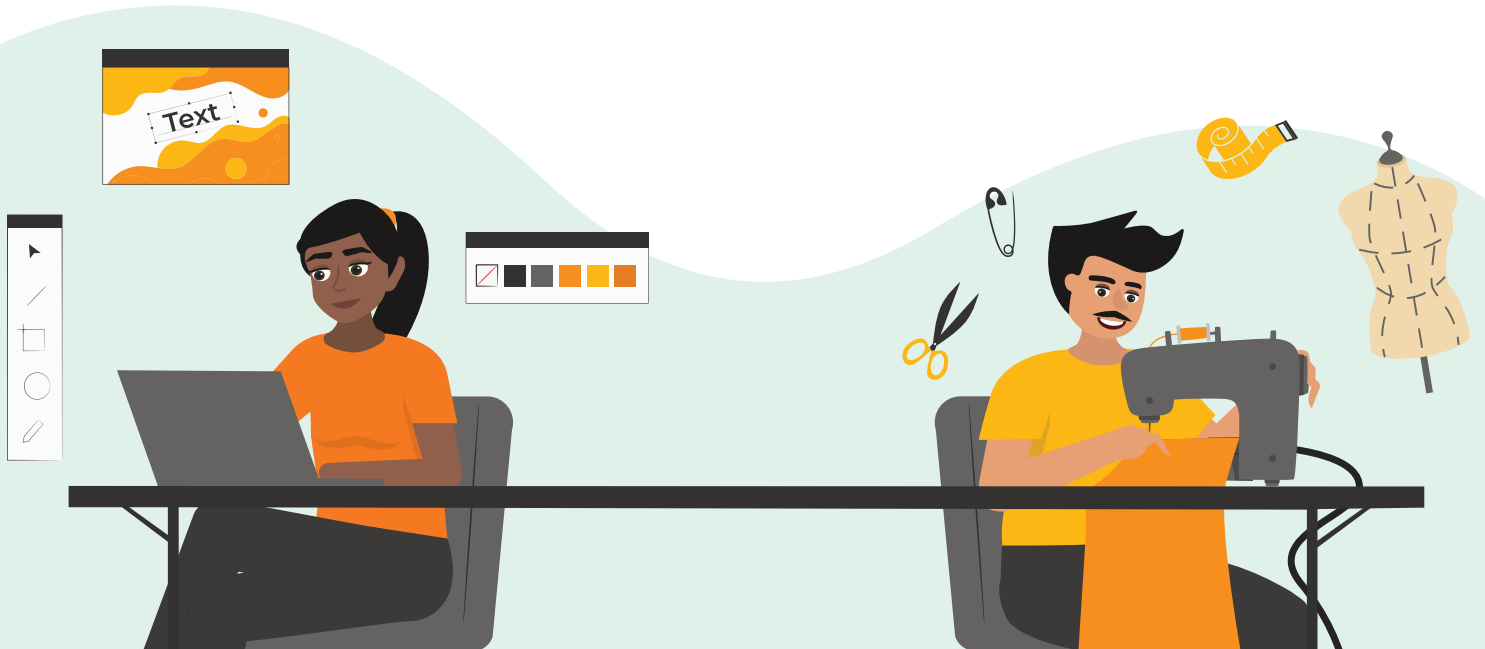


# SWARAMBH



## A beginning from the self

Annual Impact Report  
2022-23



# The gig economy is expanding and creating a paradigm shift in work models in India

The gig economy is expanding and creating a paradigm shift in work models in India



## The rise of gig economy in India

The gig economy in India is expected to expand at a CAGR of 17% to US\$455 billion by 2024, owing to the work flexibility, digital revolution, and reskilling opportunities.<sup>1</sup>



## Gig jobs see a surge in demand in Tier-2/Tier-3 cities

In Tier 2 and Tier 3 cities, gig work provides opportunities for people who may not have access to formal employment or may be underemployed.



## Attractive career choice for women

Gig work offers freedom and flexibility to women who wish to work remotely, have work-life balance, and be financially independent.<sup>2</sup>

<sup>1</sup> ASSOCHAM Report 2020

<sup>2</sup> An analysis by Taskmo shows women's participation in the gig economy has risen 300% year-on-year.

# Swarambh enables youth to tap into this opportunity and builds a sustainable freelancing marketplace

## Our Program

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Swarambh aims to help youth, especially young women from small towns to gain essential skills related to “gig” opportunities and build themselves as successful freelancers.

## Our Geography

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Currently, the operational geography of Swarambh is eastern UP; however, it will soon be available to young women across other regions in UP, Bihar, and Haryana.

## Our Focus

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Swarambh's target group is college students/dropouts, especially young rural women, in the age group of 18-30 years

## Our Special Sauce

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We bring together – young women as budding freelancers, proficient freelancers as mentors, and local companies as “gig” providers, thereby enabling partnerships between them to build a sustainable freelancing marketplace.

**We do this in a phased-training manner to build awareness, skills and provide practical exposure.**

The entire lifecycle of this program has the following phases for its participants:



# Gyan

Creating awareness  
via bootcamp

The program journey of a participant starts with the Gyan phase, a 20-hour bootcamp, which helps in recognizing their potential as a freelancer and making them aware of the basic tools required to succeed as a freelancer such as digital literacy, building network, budgeting, and branding. **During the last year, 510 participants from 21 batches completed their Gyan Phase.**



# Kaushal

Building Skills via  
mentor connect

Participants are connected with mentors who hone their skills and teach techniques to excel in freelancing field. These mentors are working freelancers, identified from the field of participant's aspirations. During last year, we had mentors from diverse fields such as graphics design, beautician, content writing. So far, 343 Mentorship hour sessions with 17 Mentors have been conducted virtually.



# Kshamta

Practical exposure via local/  
hyperlocal gig projects

Students are introduced and assigned projects as per their aspiration to gain hands-on experience. This is achieved by connecting them to the marketplace from the local level/industrial level or any gig work based on their interest area. The nature of these projects can be long term or short term. During last year, overall, 305 projects were raised, out of these 261 were paid projects whereas 44 were unpaid projects.



**All the stages help the participant take their first step in the freelancing ecosystem and build a relevant portfolio to enter the gig economy**

**And provide unique platforms to bring together the  
freelancers, mentors, and local employers**



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संयुक्त

freelancers

# FREELANCERS' JAMMING

मिग इकॉनमी रोजगार सुरक्षा विकल्प



# Swarambh Walk

2nd July, 2022 Varanasi

A unique first-time event where the participants surveyed about the local gig opportunities and spread freelancing awareness among the public. [120 students registered themselves for the event and collected data around 105 local employers.](#) The event concluded with a 'Nukkad Natak' that depicted the benefits and the relevance of gig economy and freelancing in the present scenario.



# Freelancers' Jamming

18th December 2022, Varanasi

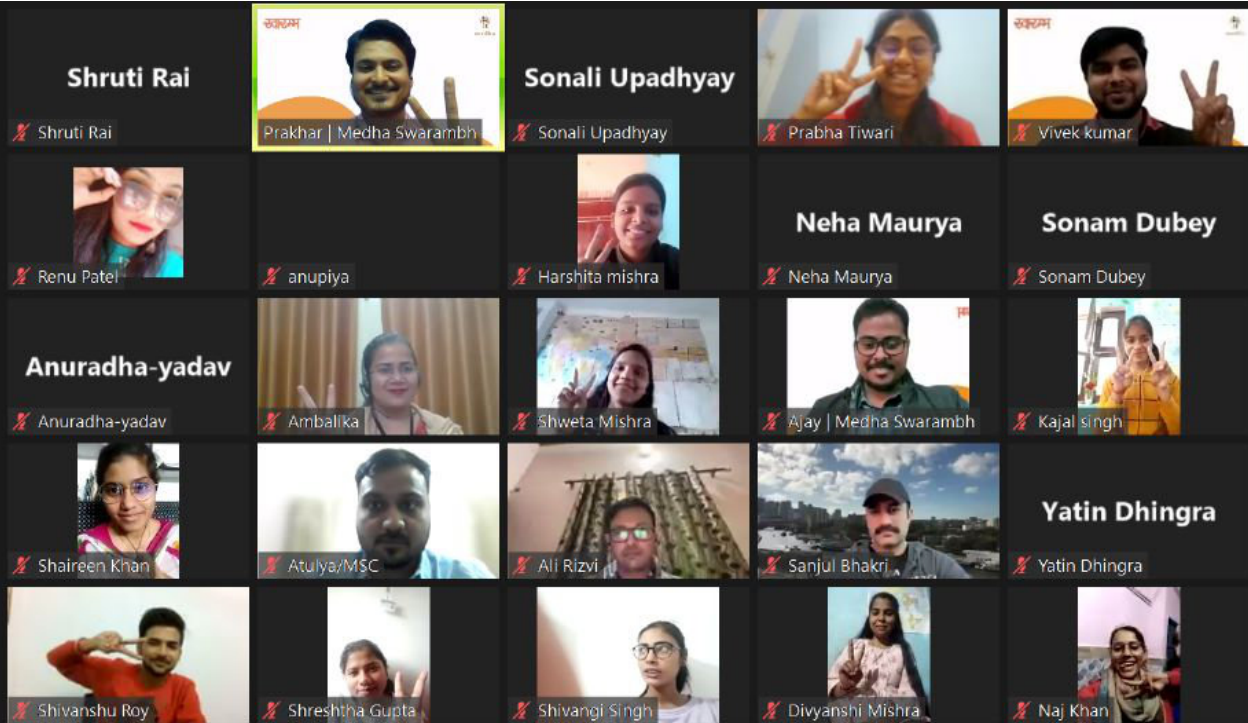
12 Swarambh mentors, 15 freelancers, 25 media representatives, 30 plus Medha staff, 120 Swarambh participants came together. Successful Freelancers from fields such as mehendi art, digital content creation interacted with participants and shared their learnings. A panel discussion was organized on skills required for gig work and industries which are engaging gig workers.



# Prankur

4th December 2022, virtually

A virtual event organized for swarmabh's alumni. **168 Participants and more than 80% of participants were young women.** Students expressed that Swarambh enables them to become self-reliant. Leaders from organizations such as YuWaah, The NASSCOM Foundation, Kyndryl India, were present to encourage youth to explore freelance career opportunities.



# Resulting in improved understanding of freelancing as a viable career and embarking on freelancing journey

We conducted an alumni survey with 209 participants who had completed the Kshamta phase in 2022 (91% participants were young women)

## Increased awareness about freelancing as a viable career

**96%** students reported improved understanding of freelancing

**91%** students discovered ways to earn as a freelancer

## Better guidance and support through mentor connect

**49%** students participated in more than five mentorship sessions

**97%** students reported that they received mentor guidance

**93%** students can independently identify new mentors

## Increased awareness about freelancing as a viable career

**89%** students feel confident to work as a freelancer in open market

**89%** students are independently looking out for new opportunities

**68%** students completed their freelance project during the program

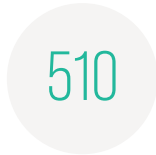
# Thereby enabling youth to explore diverse careers as freelancers and become financially independent



Mentorship hours



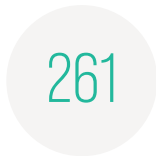
Average Earning per day



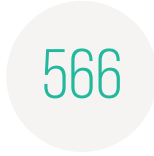
Certification



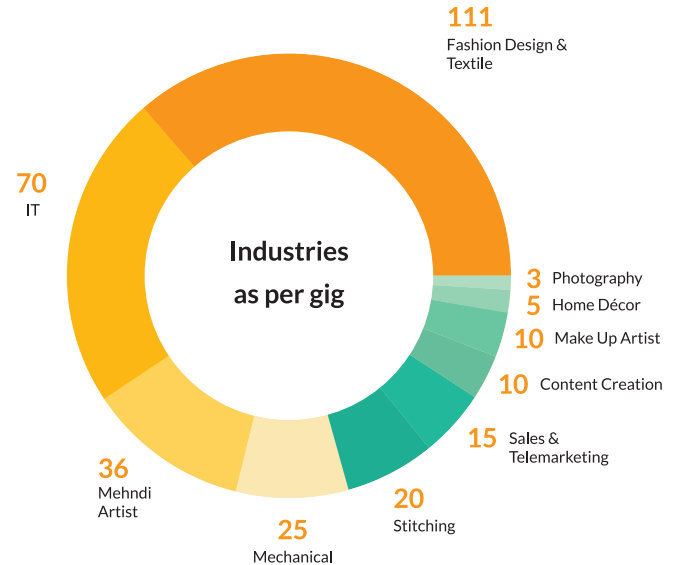
Total Outreach



Paid Projects



Registered



## To drive further impact, we have reviewed our strategy to achieve scale through digital outreach

To drive further impact, we have reviewed our strategy to achieve scale through digital outreach and online engagement

### **Digitizing Swarambh**

Participants will be outreached and connected through self-learning modules under the enabling support of a Swarambh facilitator.

### **Teampreneur Portal**

A complete online marketplace for upskilling networking and providing gig projects for Tier 2/3 youth.



## Neha

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Neha, a student at Women's Degree College, DLW, was known among her peers for her reserved nature. When the Swarambh team members interacted with Neha during the orientation session, they discovered that Neha enjoys stitching, but her shyness had held her back from pursuing her passion. Despite her inhibitions, she decided to enrol in the Swarambh program, determined to overcome her shyness. Through the program, Neha was able to improve her digital and presentation skills and build her confidence. With the help of her mentor, she secured a part-time job as a receptionist at a hospital in Varanasi. With the financial independence that came with this job, Neha was able to follow her passion for stitching. Neha is now thriving professionally and is a solid support for her family. Her story is an example of the power of determination and the importance of taking steps outside of one's comfort zone.

## Arti

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Arti is a student at the Women Polytechnic College in Prayagraj and has completed her diploma in Textile Design. She hails from a small village in Ayodhya. During her studies, she lost her father, who was the sole breadwinner of her family. This made her determined to become financially independent and use Swarambh to gain freelancing skills. Arti was an active participant in the sessions, wherein she learned how to use various social media platforms and even created a LinkedIn profile for herself. With the help of her mentor, Mr. Rohit, she was able to learn various design tools and techniques. Soon she was offered an interview at Wellspun, where she secured her first job. Arti now earns approximately 10,000 Rupees per month and manages the household expenses. Arti's story is a testament to not giving up and doing hard work.

## Preeti

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Preeti Maurya, a student who was good at IT, struggled with presenting herself in front of others due to lack of confidence. Preeti joined the Swarambh program through which she was able to identify her strengths, weaknesses, and IKIGAI. She also participated in various sessions on public speaking, negotiations, and workplace etiquette, which helped her feel comfortable around crowds. As she continued to participate in role-play exercises, Preeti started to market her skills and work with confidence. Preeti's hard work paid off as she landed a campus placement at KSS in Chitrakoot. She also worked on an external project with her friend Rajiya Bano to develop a website for NGO Aaiye Prabhu, for which they were paid 5000 rupees. Preeti's practical exposure helped her to realize her dream of becoming a full-stack developer. Her success story is an example of the wonders that right mentorship and guidance can do!

## Shikha

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Shikha comes from Pratapgarh, Uttar Pradesh and is a hardworking textile designing student. She specializes in illustration designing and tie & dye. Participating in the Swarambh program helped her set short term goals for her career. She performed very well in the digital literacy, public speaking and negotiation sessions. She always tried to lead these activities and motivated her peers to do the same. Armed with her exceptional communication skills and with the help of her trainer, Shikha explored career opportunities on various social media platforms. She got selected for an exciting opportunity (SABS project) which generates a monthly income of more than Rs. 10,000. Shikha is happy that she has started working at an early age. She says, 'Now I can do my further studies on my own without taking help from parents.'

## Radhika

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Coming from a business family in Aligarh, Radhika always had a passion for fashion designing. After completing her 12th standard from Aligarh, she decided to pursue her Diploma in Fashion Designing in Varanasi. However, Radhika realized that her knowledge was limited, and she needed to learn more about the industry. Radhika was introduced to the Swarambh program and immediately signed up. During the program she learnt how to use social media to showcase her work, develop presentation and networking skills and got the opportunity to seek support from mentors. This boosted her confidence and helped her grow as a fashion designer. Radhika's hard work and determination paid off, and she was offered a freelance position at Chelsea Mills Pvt. Ltd. Radhika's journey with Swarambh was a turning point in her life. She is now able to showcase her creativity, and her network has grown immensely.

## Neha

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Neha is a resident of a small village near Mau. She always wanted to join the Indian Army but, circumstances prevented her from fulfilling this dream. Instead, she pursued her passion for coding by enrolling in a Diploma in Information Technology. Through her participation in Swarambh, Neha sharpened her communication skills and gain practical experience by working on external live projects. She and three of her classmates collaborated on a freelancing project with Vista Printing and generated an income of Rs.5,000. This work helped her to build her portfolio and demonstrate her abilities. Neha soon received a campus placement at a software development firm called KSS in Chitrakoot. This is a source of pride for Neha, as it has allowed her to prove her relatives wrong and break the stereotype that girls cannot earn as much as boys. Neha is grateful for the opportunities provided by Swarambh which enabled her to build a successful career in coding.

## Dipanshi

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Dipanshi originates from a remote region in Kannauj, Uttar Pradesh and completed a Diploma in Fashion Designing from Government Girls Polytechnic in Varanasi. Despite her passion for fashion, Dipanshi faced numerous challenges, including a lack of resources and limited exposure to the fashion industry. However, Dipanshi's determination to pursue her dreams led her to the Swarambh program through which she learned about profile creation, digital literacy, and networking. In addition, she discovered the importance of staying updated on fashion trends and used Instagram to explore new styles and ideas. After completing the program, Dipanshi joined APT Pvt. Ltd. as a freelance associate of a fashion merchant. Her expertise and hard work paid off, as she now earns a monthly salary of Rs. 6,500. Dipanshi's journey is an inspiring story of how education and technology can empower individuals to overcome their limitations and achieve their dreams.

## Naj

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Naj is a young girl from Sewapuri block in Varanasi. Her father works in a small shop, and her mother is a homemaker. Naj pursued her graduation in arts at Deen Dayal Upadhyay Government Girls Degree College, Bhaikhampur. During her college years, Naj was introduced to Swarambh. Initially, Naj was hesitant to share her thoughts and ask questions. However, soon she became comfortable and started to identify her strengths and weaknesses including how to identify her IKIGAI (her reason for being). She realized that her knowledge of stitching and designing dresses for women was a skill she can explore further. Armed with the knowledge of how to pitch and price her products, Naj began to take on hyper-local projects designing dresses for her neighbours. She also had a talent for drawing Mehendi designs, which further expanded her skillset. During peak season, Naj was able to earn between Rs. 2,000 to Rs. 3,000 per month. Naj was able to identify her talents and use them to generate an income for herself and her family.

## Amisha

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Amisha a young woman from the Deoria district in Uttar Pradesh, comes from a family of four which includes her parents and two siblings. Her father works in the private sector while her mother is a homemaker. Amisha's enrolment in the Swarambh program was a defining moment in her life, as it allowed her to develop her communication skills and learn how to effectively utilize social media for networking. The public speaking sessions in the program were especially instrumental in helping Amisha become more confident in her interactions with others. She realized that by combining her education and skills, she would have a better chance of securing better professional opportunities. This insight proved to be valuable as she secured a job as a Visual Merchandiser at Caratlane. Her hard work and dedication have paid off, as she now earns a monthly salary of Rs. 25,000. Amisha's success story is a testament to the transformative power of education and training.

## Lucky

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Lucky is a student from a village in Chandauli district who studied in a Hindi medium school. She always wanted to pursue a B. Tech degree in Information Technology (IT), but due to financial constraints, she settled for a diploma in IT from a government college in Varanasi. Lucky faced a major challenge when she started interacting with students from different backgrounds in her college. She was apprehensive as the college tutorials were in English and therefore, despite being proficient in coding, she lacked confidence. Lucky started feeling the pressure of not getting selected in campus placements due to her lack of presentation skills, expression, and confidence. During this time, Lucky enrolled in Swarambh. The different sessions helped Lucky to become more confident and interactive. Lucky's experience with Swarambh has had a significant impact on her mindset, and she now believes that it is not English that hinders communication but one's confidence level. She has been able to earn Rs. 800 for 20 hours of work in a month by taking tutorials.

# Aparna

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Aparna Singh, a student of Textile Design at Rajkiya Mahila Polytechnic, discovered her technical skills during the orientation of Swarambh through a conversation she had with one of the team members. Swarambh provided her with a platform to develop her technical skills and she started using social media platforms like Instagram to showcase her creativity professionally. As a result, Aparna's Instagram account, Aparna\_illustration, has more than 1000 followers, where she displays her designing and illustration skills. Aparna's skills quickly gained attention among her peers and mentors. Aparna received a lot of appreciation and recognition. Aparna's journey from a student to an inspiring designer is a source of motivation for many young women. Aparna has been successful in selling her designs to her network through her Instagram account. She has also used her account to showcase her collaborations with other designers and artists, demonstrating her networking skills and ability to build relationships with others in her field.

# Deepesh

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Deepesh is from the rural area of Faridabad, Haryana. His family consists of seven members. His father runs a small general merchant shop which is just enough to make ends meet. Deepesh pursued graduation in Mechanical Engineering and printing press from Guru Jambheshwar Institute. A very close friend of Deepesh introduced him to Swarambh while he was in college. He reached out to the team and enrolled in the program. Deepesh was always scared of people judging him. However, Swarambh taught him to be confident and put across his opinion in front of people. His trainer instilled the assurance that even his voice is important, and his opinions were taken into consideration. He recently completed a project on graphic designing, where he was paid Rs. 5000 per month. This built his confidence to work on other gig projects in the future. Deepesh also has learnt to improve his social media presence and interaction skills to build better connections with gig providers.

## Rajiya

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Rajiya is a hardworking student and travels for 34 kms on a bicycle to reach her college. She also manages her household chores, since her father lives in Dubai. She was inclined towards coding and JAVA but wanted to work on other skills like public speaking, market research and network building for which she joined Swarambh program. After proper guidance from her mentor, Rajiya made her profile on LinkedIn and started building her network with other professionals in her field. She started using google search engine to identify freelancing opportunities. She learnt how to write well and approach a potential contact through social media platforms. She is now working on an external project of website development for an NGO and earns Rs. 6000 per month. She is now confident and hopes that in future she will get better projects and income, which would help her in completing her higher studies.

## Shaireen

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Shaireen is an intelligent girl from Varanasi. She was always deprived of the right exposure, due to the limited income of the family. Shaireen was always fascinated by computers hence, she opted for a Diploma in Information Technology. Though she always wanted to pursue B.Tech, but her financial restrictions didn't allow her to go for the same. When Swarambh team visited her college, she took the opportunity at once. By attending SWOT analysis and IKIGAI sessions, she got to know about her strengths and weaknesses. Slowly with social media literacy, Shaireen developed her professional and personal skills. She can now handle clients, manage budgets and find projects on social media platforms such as LinkedIn and Telegram. Shaireen is grateful for the mentorship support she got during the program which helped her kick-start her professional IT freelancing journey, month by month by taking tutorials.

## Shruti

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Shruti is a young girl from an under-privileged area of Reotipur village of Ghazipur. She belongs to a family of eleven members. Due to lack of sufficient household income, she used to teach her siblings and manage her own studies as well. Shruti pursued a diploma in IT from Government Girls Degree College. Shruti got to know about Swarambh program during college and met the team. It was her dream to be independent, which was realized after the first counselling session by Swarambh team. Earlier freelancing was an alien term for her, but after receiving mentorship support, Shruti started learning website development from YouTube and other free tutorials. Her trainer encouraged her to take up paid projects of website development. She followed her advice and got her first opportunity with a Cab agency and earned Rs. 7,000 for the same. Presently, she works with KSS, Chitrakoot and has become financially independent at the age of 18. She has visions of working as a freelancer in different sectors to explore her potential along with completing her higher studies.

## Khushnuma

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Khushnuma's journey is a story of determination and self-discovery. Hailing from a family that did not have any prior graduates, she was determined to complete her education and achieve her dreams. Khushnuma was skilled in stitching and mehendi art. However, she did not know how to market her skills. Swarambh provided her with valuable guidance on how to leverage social media to build networks and how to conduct local market research. With the help of her mentor, Khushnuma learnt how to price her services as per the market demand and customer preferences. Soon, she started receiving bookings as a Mehendi artist for local weddings and gradually gained popularity in her community. Today, Khushnuma earns up to Rs. 3000 per wedding and covered four weddings till now. The Swarambh program played a crucial role in Khushnuma's journey by helping her build the necessary skills and confidence to pursue her passion. She is grateful to the program for the support it provided her and is now looking forward to expanding her business further.

## Komal

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Komal belongs to Ayodhya and has completed her Diploma in Textile Designing from Government Girls Polytechnic, Allahabad. Komal's mother is the sole breadwinner of the family and tirelessly works as a housemaid. Komal was always inclined towards the textile sector and wanted to build a career in it, but her financial situation and family responsibilities created a hindrance. She got introduced to Swarambh in her college, and immediately joined the program after a short counselling session. During the program, she learned about the various techniques used in textile designing, computer-aided design, and other essential skills needed to be successful in the field. Komal took up a part-time job to support her family while attending Swarambh. She completed the program, however, due to the COVID-19 pandemic, finding a job was not easy. Finally, she secured a job as a Data Operator at Balisbon Limited in Gujarat. As a result of her hard work, she was approached by a company from Surat, which she will be joining soon.

## Renu

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Renu belongs to Varanasi and is pursuing Bachelor of Arts from Government Girls Degree College, DLW. Her father is an electrician, and her mother is a housewife. Renu has an elder sister and a younger brother. Renu has a strong passion for teaching and always wanted to support her family. When the Swarambh team came to her class to introduce the program, Renu immediately joined because that was the first time she had heard of freelancing. After being equipped with the knowledge and skills required for freelancing, she has begun home coaching classes. She was overjoyed to earn for the first time in her life. She began with 2-3 students and is currently coaching 15 students at her home. 'It is an accomplishment for me to be able to support myself without depending financially on my parents. I can make 4 to 5 thousand rupees without leaving the house. My studies are not affected in this way, said Renu.' Renu intends to pursue her passion for teaching in the long run. She adds 'My parents are also happy and encourage me to develop myself professionally.'

# Kajal

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Kajal is a young girl from Sevapuri, Varanasi. Her father is a farmer and a part-time photographer. Her mother is a homemaker. An Arts graduate from Deen Dayal Upadhyay Govt. Girls Degree College Bhikhampur, Kajal aspires to become a wildlife photographer. She always feels close to nature, and the credit goes to her surroundings. Her association with Swarambh program started when the team approached her college. She was instantly convinced that this would take her a long way. During this program, she learned the skills (importance of time management) required to become a professional photographer. Kajal felt that she learned to showcase her work on social media platforms, using hashtags in an aesthetic way. She believes that even a small change can make a big difference. Today, Kajal has become more professional in her work and has learned to introspect. She now helps her father in his business and recently accompanied him to a pre-wedding shoot. She feels proud that now her father believes in her abilities and is convinced that she can grow his business.

# Sujata

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Sujata born and brought up in Varanasi, is currently pursuing a Diploma in Fashion Designing & Garment Technology. Her father is a businessman, and her mother is a homemaker. Since her childhood, Sujata had always dreamt of setting up her own garment industry. She got introduced to Swarambh in her college. Sujata says, “the very meaning of Swarambh i.e., “khud se arambh”, when explained by one of the team members, instilled confidence in me, to strive towards my dream.” Thus, Sujata got herself registered in Swarambh, without delay. Sujata learned about terms like market research and freelancing and gaining profit margins in a small business. She added that she was completely unaware of the power of social media in boosting up a small business. Swarambh taught her to be consistent on social media to increase her followers. Soon she has got an opportunity to work with a garment export company in Noida, which she thinks is going to help her with her goal of running a garment business.

# Rehana


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Rehana is from the city of Unnao. Currently employed at Publicis Sapient in Gurugram. She comes from a conservative Muslim family. Where women are not permitted to work. She is the first girl in her family to move to another city for work. Her ambition knows no bounds. She was always looking for a career opportunity in social media. Gradually, she launched her YouTube channel "Design with Rehana," where she began uploading videos and assisting young people in the field of web design. Her life has completely changed in the last two years. Due to her perseverance, she currently has 50,000 Instagram followers and 5,000 YouTube subscribers. Rehana is getting multiple collaborations on Instagram. She is also getting revenue from YouTube views.

She is a "Born on Instagram" recognized digital creator. Unacademy invited her as a guest speaker.

"Now everyone in my family, including relatives, feels proud of me and for the work which I'm doing."  
- says Rehana

After connecting with Swarnabh, she mentored students by inspiring them to achieve their goals. She enjoys connecting with students and assisting them with her skills in the field of Information Technology. She considers herself fortunate to have helped such young talents and has told the Swarnabh team that she would be happy to continue guiding them in the future.



Thank you for all your support to help us strengthen the program!

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