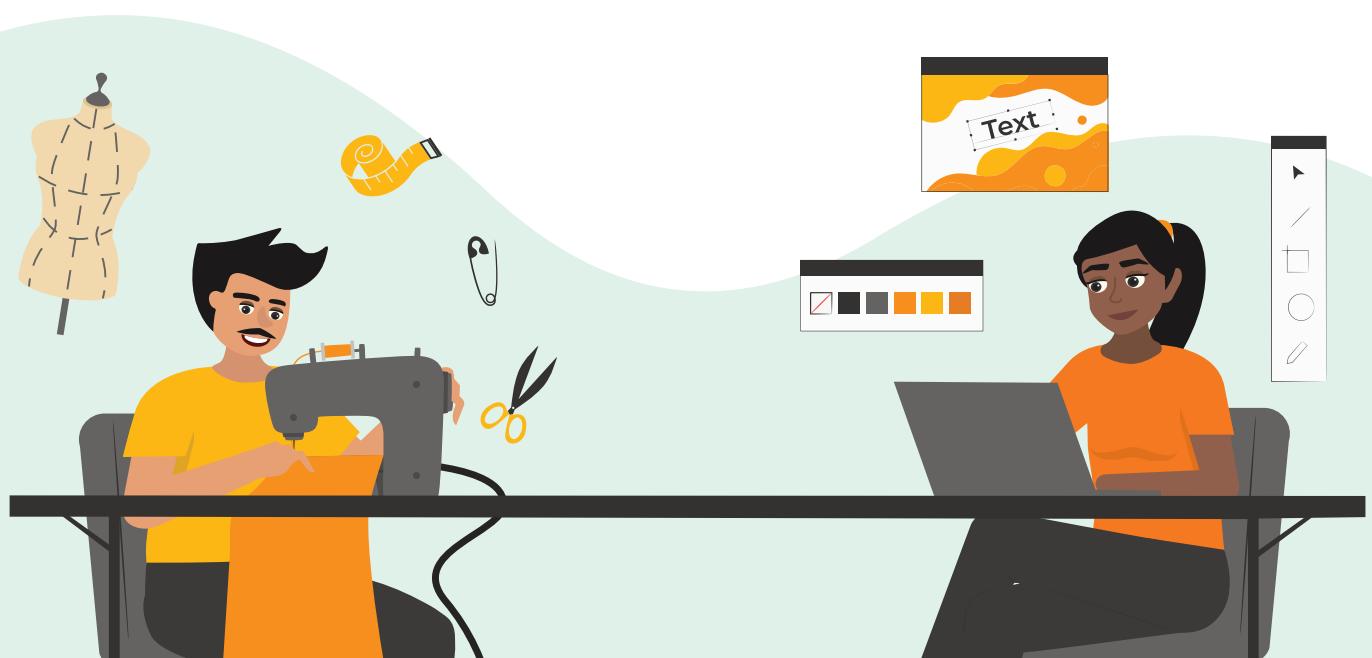


SWARAMBH

A beginning from the self

Annual Impact Report
2023-24



Swarambh enables youth with opportunities to build themselves as successful freelancers

Keeping the changing work culture in view, Swarambh's vision in collaboration with Axis Bank Foundation is to empower freelancers in tier 2/3 cities, particularly those in the 18-30 age group.

The program aims to building a sustainable freelancing marketplace to help young rural youth, especially young women, by connecting budding freelancers with experienced mentors in their aspiring fields.



The program operates in three phases aiming to build freelance awareness, offer mentor support, and provide practical exposure

Gyan

Creating awareness via bootcamp

Creating freelance awareness via 30 hours of bootcamp.

During the last year, 649 participants registered and 528 were certified for Gyan phase.



Kaushal

Building Skills via mentor connect

Building skills via mentor connect. In 2023, a cumulative of 281 hours of mentorship has been provided across various cohorts by 57 mentors.



Kshamta

Practical exposure via local/hyperlocal gig projects

Practical exposure via local/hyper-local gig projects.

During last year overall, 262 projects were raised.



To broaden its reach and engage more participants, we explored digitization of the curriculum



The goal of digitizing the curriculum is to extend its geographical and audience reach beyond its current offline format.



By implementing a digitized version, the project scales effectively, empower participants with digital literacy and encourages self-directed learning.



The digitized curriculum incorporates video-based lectures to deliver knowledge components, with assignment instructions provided through video format. Supporting materials such as text and infographics are also included, along with built-in assignment submission features.



Furthermore, live Q&A sessions and discussions with trainers enhance the interactive learning experience.

And introduced an online portal to establish a wider network of stakeholders

Our Portal

Teampreneur portal is an online ecosystem built to tap into the Freelancing world of Tier II & Tier III cities in order to enable mentors, freelancers and businesses to connect and work together on various projects and share knowledge on different freelancing domains.

Our Motive

This portal will also allow the Mentors and Freelancers to post their gigs/ services. Customers and other freelancers looking for specific services can communicate with the mentors and freelancers and hire them for their services.

Our Focus

It is a comprehensive yet personalized and easy-to-use online portal that will enable stakeholders to post their gigs/ services and projects and hire suitable individuals to work on their specific projects.

Our Special Sauce

All the gigs/ services and projects are rated by the end users and customers which will be reflected in mentors/ freelancer's profiles, enabling them to market their skills and reach to a much wider audience.

**We offered unique platforms to bring together the
freelancers, mentors, and local employers**

Swarambh Walk

24th June 2023, Ghaziabad

67 students registered themselves for the event and 15 volunteers were actively involved in arranging the mega event. Students were divided into groups to survey local marketplace along with a mentor. Along with this, local traders were encouraged to get most of their business-related work done through project-based outsourcing. In this way, they would get support in developing their business, while college students would get opportunities for part-time and freelance work. This would not only generate new employment opportunities but also provide practical exposure to the students. Through this activity, we have gathered around 150 plus employer data.



Freelancers' Jamming

03rd December 2023, New Delhi

A total of 87 freelancers with diverse backgrounds registered for the event. The talkathon session witnessed active participation from 09 panelists. During the business networking session, freelancers were grouped and guided by 08 moderators. These freelancers predominantly come from tier 2/3 cities and bring a diverse level of experience to the table.



Film Unit

Virtually

Swarambh initiated an online campaign focused on filmmaking. [This community-driven project aimed to focus on the power of video storytelling to illustrate the impact of Swarambh](#). It also provided an opportunity for alumni freelancers to collaborate and enhance their filmmaking skills. This filmmaking unit acts as a platform for students passionate about videography to work together on upcoming projects, extending their involvement beyond Medha. Incorporating alumni freelancers in the video creation process fosters a supportive environment where talented students can contribute, grow, and build a sense of community. Following the online campaign, we shortlisted 6-7 students for this collaborative group. This venture amplifies the Swarambh experience and nurtures a community of budding filmmakers.



Resulting in increased awareness of freelancing as a viable career and better guidance

We conducted an alumni survey with **253 participants** who had completed the Kshamta phase in 2023 (81% participants were young women)

Increased awareness about freelancing as a viable career

95%

students reported that their understanding of freelancing as a career has improved

83%

students reported that they discovered ways to earn as a freelancer/gig worker

Better guidance and support through mentor connect

57%

students participated in more than five mentorship sessions

96%

students reported that they were guided and helped by their mentors

92%

students feel that they can now independently identify new mentors in their fields

Increased confidence to work and earn as a freelancer

91%

students feel confident to work as a freelancer in an open market after completing the program

86%

students reported that they have been able to look for new opportunities independently

61%

participants reported that they completed a freelance project during the Swarambh program

23%

participants reported that they were able to earn from the freelance project

Thereby enabling youth to explore diverse career interests as freelancers and become financially independent



Total Outreach



Average Earning per day



Mentorship Hours



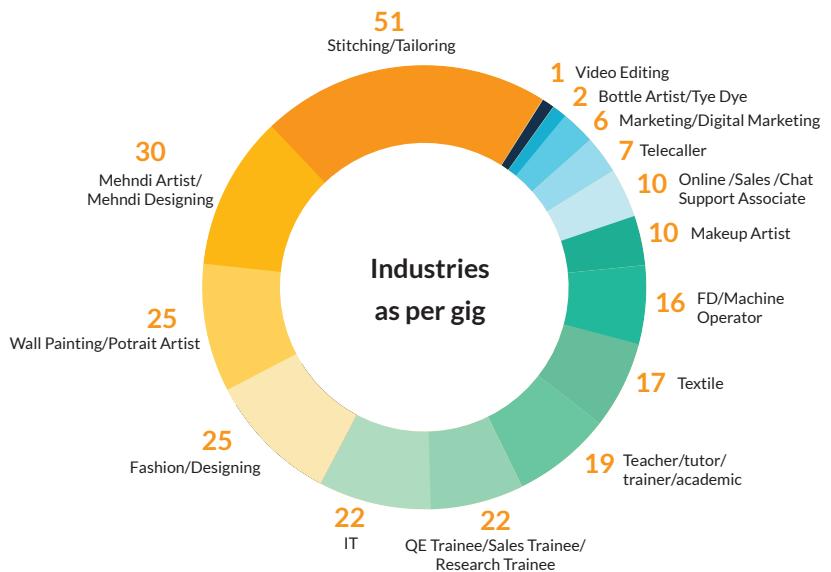
Total Projects Completed



Certifications



Registered



We organized a Focus Group Discussion (FGD) with alumni to evaluate program's effectiveness and gain insights into student perspectives

Focus Group Discussion (FGD) provided insights on student perspectives on Freelance Awareness, Mentor Connect, Gig Projects, and Alumni Connections.

The session involved six participants from distinct batches, with some currently working and others balancing freelance projects alongside their diploma courses. To ensure comprehensive feedback, the team invited two external observers.

Here are the key takeaways from the discussion:

- Participants showed increased awareness about freelance opportunities after completing Swarambh.
- Positive feedback regarding mentorship experiences; mentors played a crucial role in guiding participants.
- Regular mentor interactions led to skill enhancements and boosted confidence among participants
- Projects provided practical insights into client expectations, project management, and meeting deadlines.
- Ongoing alumni engagements like Atrangi encouraged knowledge sharing and continued professional growth.



Ritik

Ritik was enrolled in SWARAMBH offers comprehensive lessons on freelancing, financial literacy, cyber security, digital productivity, and marketing strategies crucial for business growth. Through the program, he has discovered Ikigai, finding his purpose and passion aligned with what the world needs and is willing to pay for. With its holistic approach, SWARAMBH empowers learners to cultivate skills and insights necessary for success in the ever-evolving landscape of entrepreneurship. He has learnt many things from classroom like in Freelancing small updates make profile more reachable to clients. 'I have learnt that for starting any startups, the person should know what his startup is providing, what's trending and location according to the startup so that the customer can engage, how to use MS Office, PowerPoint and Excel effectively so that whoever is consuming my idea can understand it and how to speak properly while giving a presentation -said Ritik.'

He got two projects for creating an Advertisement video for clients. An advertisement video of 25 seconds for Ashiyana Green Real Estate PVT. LTD. In which they provided him the details about the location where they are building Apartments and how they will look after the apartment is built. What are they providing in the apartments and little about idea infrastructures and design. He earned approx thousands of rupees from his first project. Later he did many parttime freelancing work where he earned to create a short video for companies.



Saloni

Saloni Singh, an ambitious and creative student specializing in Fashion Designing and Garment Technology at GGP Shamli. Hailing from the serene village of Siau in Chandpur, Bijnor, Uttar Pradesh, Saloni possesses a unique passion for crafting exquisite accessories such as earrings, necklaces, bracelets, and more, catering to her local community. Saloni's journey took a transformative turn when she became a part of Swarambh, a platform that introduced her to the realm of freelancing.

Through Swarambh, Saloni gained invaluable insights into the dynamics of freelancing and its operational intricacies. While attending the Swarambh training she learnt to manage finance and marketing skill. Inspired by this newfound knowledge, Saloni decided to establish an Instagram page during a Swarambh session. This virtual storefront enabled her to connect with a broader audience From where she started using online platform to build something constructive for her. The very next day following the launch of her page, Saloni received her first order. Although the monetary gain from this initial order amounted to a modest sum of 200 rupees, the significance of this achievement was immeasurable for Saloni. While 200 rupees might appear nominal to some, for Saloni, a student who had been crafting accessories for her loved ones without any expectation of financial return, this milestone represented a considerable accomplishment. Her inaugural order was not merely about monetary gain; it was a validation of her dedication and an affirmation of the immense potential she possesses to forge a thriving freelance career.



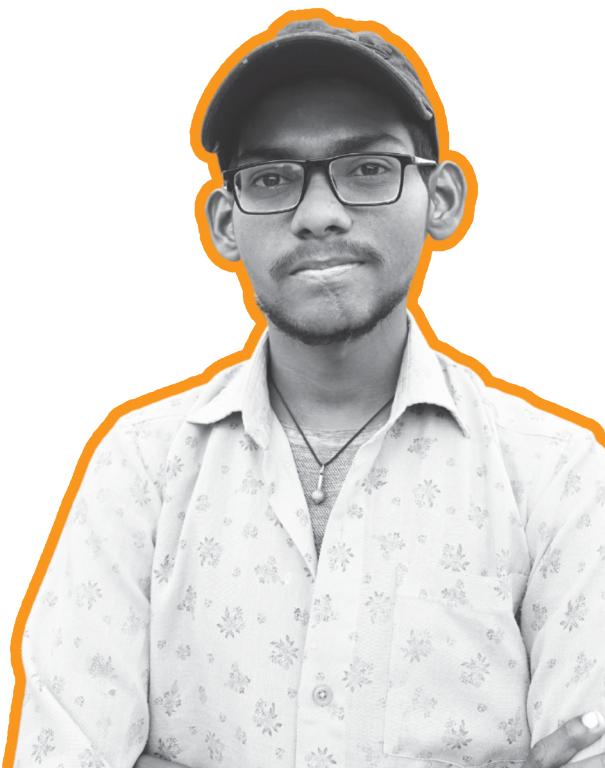
Kishan

Kishan a young and creative soul currently pursuing his bachelor's degree in fine arts in the vibrant city of ghats, Banaras. His list of hobbies includes sketching, portrait art, painting, and engaging in various DIY projects. However, his true calling, his *ikigai*, lies in the world of wall painting, and he's an adept graffiti artist.

Kishan's artistic journey had its roots in his childhood, guided by his beloved grandfather. Under his watchful eye, Kishan began his artistic endeavors by designing portraits. After years of dedicated practice, he has become a skilled artist in his own right. He has since transitioned to taking orders from clients for poster designing and is currently immersed in an exciting project involving wall painting. His journey has led him to independence.

As a freelancer, Kishan adeptly manages both his artistic pursuits and his academic responsibilities, showcasing his strong work ethic and passion for his craft. What's truly heartwarming is the unwavering support he received from his family right from the beginning. His father played a significant role in imparting the magic of colors to him, further fueling his artistic passion.

Kishan's journey is a proof to his talent and dedication. He's not just an artist but a graffiti virtuoso, bringing life and vibrancy to the city of ghats through his work. His family's constant support and the magic of colors learned from his father have paved the way for him to express his creativity and inspire others with his art.



Pooja

Pooja, a member of the inaugural batch of I Saksham, initially struggled with shyness and a lack of awareness regarding her talents. However, her perspective changed dramatically after participating in the IKIGAI session. Through interaction with her peers, Pooja discovered her potential and gained clarity about her career path. She expressed gratitude for the Swarambh program, which provided her with direction and confidence. Currently, Pooja is successfully engaged in a project called "Leap for Word Organization," earning a monthly income of ₹7000. This opportunity has not only brought her satisfaction but has also opened up new avenues for growth and fulfilment.



Arpita

Arpita, a resident of Gonda, Uttar Pradesh, is currently pursuing a Diploma in fashion design and garments technology from GGP Varanasi. Her father works as a property dealer, while her mother is a housewife. Arpita, along with her elder sister, takes financial responsibility for running the household, as her father's income alone is insufficient. Arpita is a dedicated learner with an entrepreneurial mindset. Throughout her journey, she has never let go of any opportunity that came her way.

While pursuing her diploma, she sought training from various boutiques to enhance her knowledge in the field. She always had a desire to earn additional income alongside her studies. Having heard a lot about Swarambh from college seniors, Arpita registered herself for Swarambh training. She expressed, "After joining Swarambh, I was introduced to the world of Freelance, which I always wanted to do." Even today, when she goes for interviews, she recalls her learnings from Swarambh and occasionally reaches out to her trainer for a refresher. Swarambh mentor, Rohit, has been a significant inspiration throughout her journey. He emphasized recognizing individual strengths and advised her to focus on them to build her career. After making several attempts at interviews, Arpita secured a position at Anshul Boutique, one of the most prestigious boutiques in Varanasi, where she currently earns a monthly income of ₹15,000. Now, working at the boutique, she generously shares her experiences and knowledge with her batchmates, helping them navigate their own paths based on her valuable insights. Arpita's goal is to open her own boutique in her hometown of Gonda, where she can work and be with her family.



Madhu

Madhu a determined and talented young girl from Banaras. She's currently pursuing her bachelor's degree in arts, but her true passion lies in the world of fashion. Madhu's hobbies include stitching, tailoring, fashion designing, and various DIY projects, but her real *ikigai*, her life's purpose, is designing and stitching dresses – she's a gifted fashion designer. Madhu's journey in the world of fashion began at a very early age. With years of practice and dedication, she honed her skills to become an exceptionally skilled designer. She first learned the art of stitching from her father and a helpful neighbour, and as a teenager, she further developed her talents by joining a formal institute.

Her father's unwavering support played a pivotal role in her journey to becoming a flawless designer. Today, Madhu has transitioned into an independent fashion designer, taking orders from clients, and managing her studies simultaneously through sheer determination. What makes Madhu's story even more inspiring is the support of her family. Initially, they embraced her dream, and as they witnessed her dedication and success, they wholeheartedly stood by her side. She's not only a freelancer but also a teacher, passing on her knowledge of fashion designing and tailoring to eager students. Her family remains her rock during the ups and downs of her journey.

Madhu's path to independence was paved through the Swarambh program, which helped her discover her *ikigai* and work towards it. Today, she's not just earning a living, but she's also empowering other young girls, offering them opportunities they might not have otherwise had. Madhu's journey is a testament to her resilience, determination, and a source of inspiration for those who strive to follow their passions.



Nishant | Swarambh Mentor

Nishant Upadhyay, a freelance photographer with 6 years of experience. He has an outstanding background in collaborating with the Ministry of Tribal Affairs and contributing to various government projects. His photography has gained recognition even in international spaces like Dubai, and his work has been published on prominent platforms such as BBC and Nat Geo.

Our team approached Nishant to mentor participants in the Swarambh program, and he enthusiastically agreed. During his interactions with Swarambh participants, he was pleasantly surprised to see active participation from girls. In tier 2/3 cities, it's uncommon for girls to choose photography as a career, but Nishant expressed his delight to connect with these students. Since then, Nishant has conducted multiple photography sessions with Swarambh participants, contributing to our program and giving guidance to budding freelance photographers.



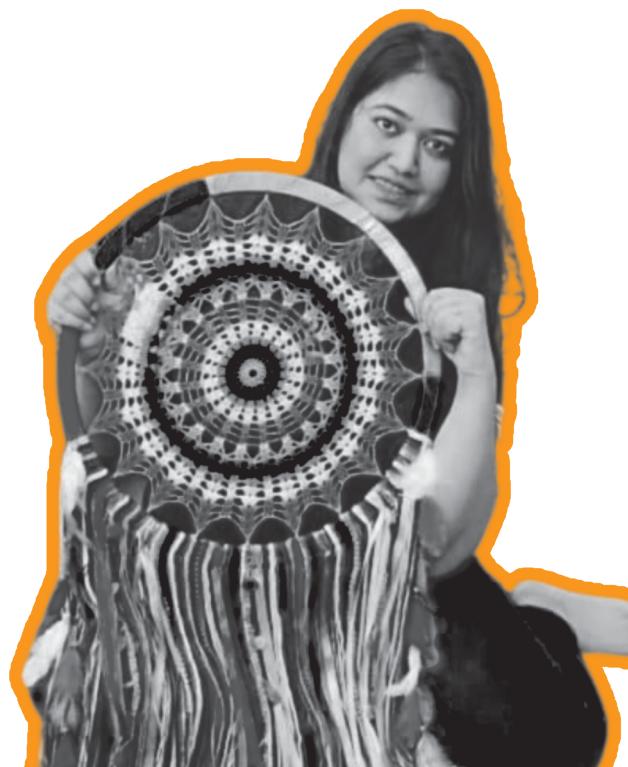
Savy| Swarambh Mentor

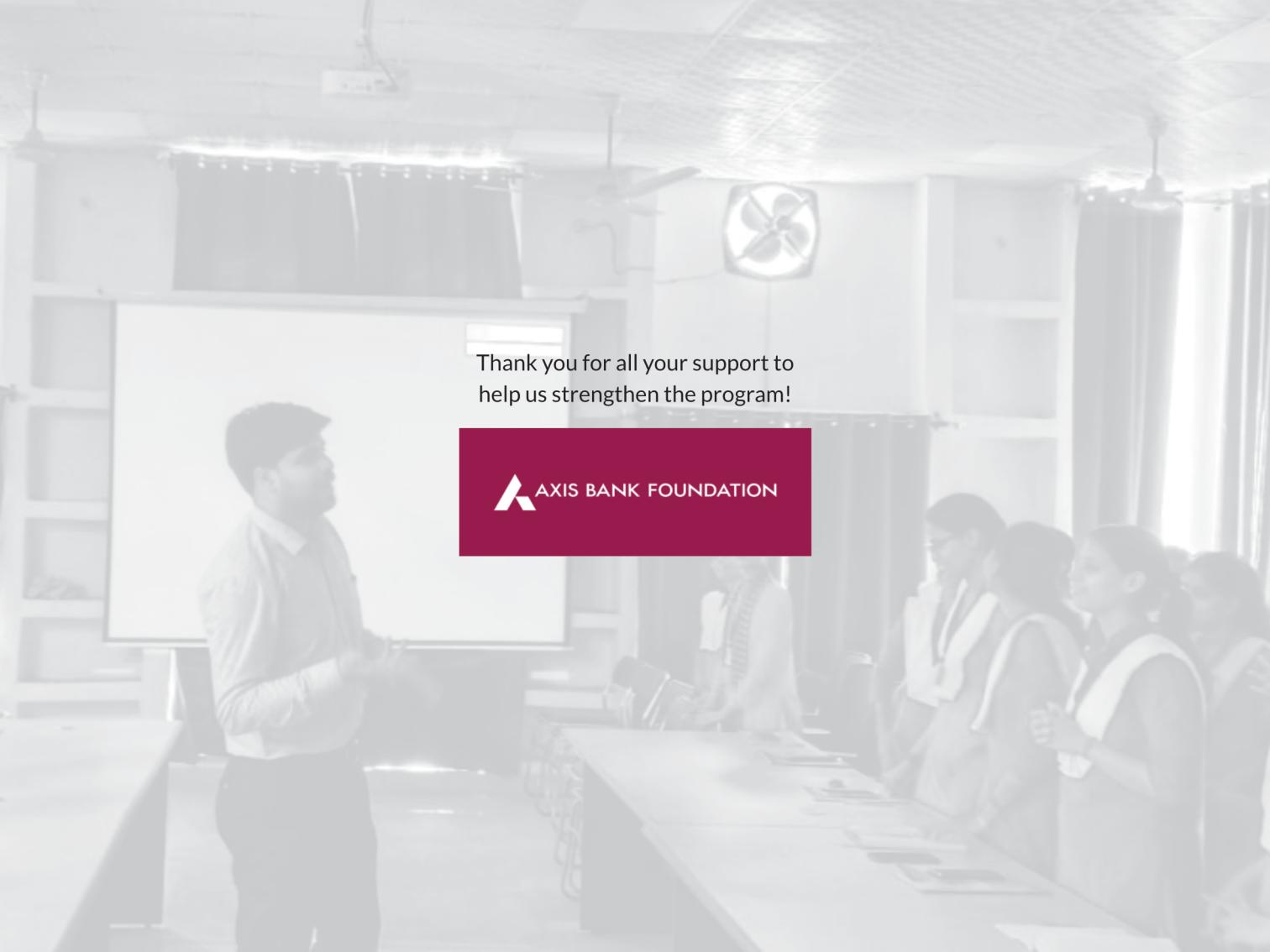
Savy belongs to Ambikapur, Chhattisgarh, and is a professional home decor and interior designer. Despite having a master's degree in commerce in Chhattisgarh, Savy chose to follow her passion for home decor and interior design. With more than 3 years of experience in this field, she has honed her skills in creating stunning home decor products and transforming living spaces.

Savy was contacted through Instagram by the Swarambh program team and joined as a mentor. During the mentorship sessions, she provided guidance to participants on various aspects, such as market requirements, client negotiations, project delivery, and the tools and techniques necessary for delivering projects. Savy also highlighted the importance of social media for showcasing one's work and building a better network.

In one of the mentorship sessions, Savy shared her insights on the home decor market and her experience in creating online profiles. Through her expertise and guidance, the participants gained a deeper understanding of the world of interior design and home decor.

During her session, Savy also shared her personal journey, including the lack of support from her family due to medical issues and the pressure to get married during her master's studies. However, she found her passion in freelancing and developed an interest in interior design and home decoration.





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

