

Creating Decent Work Opportunities for Young Urban Women – YUWs from Urban Slums Areas of Hyderabad, Telangana

Project Completion Report (June to August 2025)



Project Overview

The project aimed for skilling of YUWs (Young Urban Women) from urban slum areas of Hyderabad on various trades so that they will have decent work opportunities and enhanced employability. The project also focused on providing input and handholding support to 1 YUW collectives to start collective livelihood activity and gain secured income. Further, the project made effort to link targeted YUWs and their families with various protection schemes, entitlements and with livelihood schemes of government.

Project Objectives

- Skilling of 25 YUWs on various trades for enhancing their employability and livelihood options
- Increasing livelihood security through input support to 1 YUW collective
- Enhancing financial inclusion and increasing livelihood opportunities for 100 YUWs through financial and digital literacy intervention.
- Improved social security and standard of living of YUWs through linking with social security schemes and other entitlements.

Achievements against objectives

Objectives	Achievements
Skilling of 25 YUWs on various trades for enhancing their employability and livelihood options	40 YUWs have been enrolled into various skilling programs.
Increasing livelihood security through input support to 1 YUW collective	1 tailoring unit collective of 5 YUWs named “Mahila Udhyami Kendra” has been supported for running the unit in Rasoolpura.
Enhancing financial inclusion and increasing livelihood opportunities for 100 YUWs through financial and digital literacy intervention.	Financial and digital literacy training has been imparted to 100 YUWs.
Improved social security and standard of living of YUWs through linking with social security schemes and other entitlements.	127 YUWs have been linked with various social security schemes and entitlements.

Details of Interventions and Achievements

Objective 1 - Skilling of 25 YUWs on various trades for enhancing their employability and livelihood options

Project team identified YUWs for enrolling into skill development programs and placement opportunities. ActionAid coordinated with SETWIN (the institute that imparts and linked with Skill India Mission Program) for enrolling YUWs into its skilling programs. To further strengthen collaboration and ensure effective skilling the project team engaged with Mrs. Anitha, Centre Coordinator, SETWIN (Sitaphalmandi), Mr. Irfan, Centre Coordinator, SETWIN (Nampally) and Mr. Venkatesh Rao, Centre Coordinator, SETWIN (Old City). Upon completion of their respective courses, the enrolled girls and women become eligible to appear for the final examination as per the requirements of their chosen trade. After successfully completing the course, SETWIN issues certificates, thereby validating their skills and enhancing their employability.



details. This includes

- community meeting and documentation of minutes with signature
- endorsement of YUW beneficiaries by community leaders
- collection of data i.e, educational certificates, Adhar Card, bank details etc.
- Registration slip of training institute where course is opted for

Action Aid followed a proper procedure to extend support to community girls and women for enrolment to skilling programs. A Statement of Procedure (SOP) was prepared which included various documentation & meeting

During the project period total 40 YUWs were enrolled into various skilling programs of SETWIN institute. Following are the details:

Name of the Skilling Program	Duration of the program	No. of YUW enrolled
Basic fashion designing Course	3 months	6
Advanced fashion designing	3 months	5
Basic Beautician Course	3 months	12
Advanced Beautician course	3 months	9
Computer Course	3 months	8
TOTAL		40



List of all YUWs who joined the Killing programs

List of YUW enrolled in Basic beautician course

Sl.no	NAME	COMMUNITY	NEW/OLD	MONTH
1	Sana Fathima	Oldcity	New	August
2	Saniya Jabeena	Oldcity	New	August
3	Hajira begum	Old city	New	August
4	Rohini	marredpally	New	August
5	Mounika	Sitaphalmandi	New	August
6	Deepthi	Sitaphalmand	New	August
7	Chandana	Sitaphalmand	New	August
8	Aiswariya	Nampally	New	August
9	Amulya	Nampally	New	August
10	MD. Nasreen	Marredpally	New	August
11	Sandhya	Marredpally	New	August
12	Saraswathi	Marredpally	New	August

List of YUW enrolled in Advance beautician course

Sl.no	NAME	COMMUNITY	NEW/OLD	MONTH
1	Siri venala	Marredpally	Old	July
2	Reshma begum	Marredpally	Old	July
3	Harika	Marredpally	Old	July
4	K.P.Anusha	Marredpally	Old	July
5	Jesika	Marredpally	Old	July
6	Shailaja	Marredpally	Old	July
7	Sandhya	Marredpally	Old	August
8	Pooja	Nampally	New	August
9	Varshitha	Nampally	New	August

List of YUW enrolled in Basic Fashion designing course

Sl.no	NAME	COMMUNITY	NEW/OLD	MONTH
1	Rizwana begum	Marredpally	New	July
2	Varsha	Marredpally	New	August
3	Rajeshwari	Nampally	New	August
4	Shaista	Oldcity	New	August
5	Masrath parveen	Oldcity	New	August
6	Juveriya mahaveen	Oldcity	New	August

List of YUW enrolled in Advance Fashion designing course

Sl.no	NAME	COMMUNITY	NEW/OLD	MONTH
1	Shyamala	Marredpally	Old	July
2	Archana	marredpally	Old	July
3	Lakshmi	Marredpally	Old	July
4	Meghamala	Marredpally	Old	July
5	Manjula	Marredpally	Old	July

List of YUW enrolled in Computer course

Sl.no	NAME	COMMUNITY	NEW/OLD	MONTH
1	Kaveri	Marredpally	New	July
2	Srija	Marredpally	New	August
3	Bhoomika	Marredpally	New	August
4	Hima bindhu	Marredpally	New	August
5	Sindhu	Marredpally	New	August
6	Shririsha	Marredpally	New	August
7	Praneetha	Marredpally	New	August
8	Sumalatha	Marredpally	New	August

Objective 2) Increasing livelihood security through input support to 1 YUW collective

The project has supported to 1 YUW collective of 5 YUW members for running a tailoring unit in Rasoolpura. 5 YUWs from Rasoolpura, Begumpet, Secunderabad came together to form this collective business, overcoming personal and financial hardships with resilience and shared purposes. Supported by ActionAid and MMF, this initiative has been designed to empower YUWs by leveraging community strengths to create sustainable income-generating activities. Through regular meetings, the women built trust, shared challenges, and accessed social security entitlements. A thoughtfully structured group was formed, assigning roles based on literacy, confidence, and market readiness.

With a shared vision and renewed confidence, these women named their collective **Mahila Udhyaami Kendra**—a title that reflects their identity as women entrepreneurs and their commitment to economic independence.



These women were included in the entrepreneurship development training that was organised ActionAid for YUWs in collaboration with MSME, Telangana. The sessions covered tailoring, business management, marketing, and financial literacy—enabling participants to launch viable enterprises.

The collective has since become a model of economic and social empowerment, fostering shared resources, knowledge, and market access. To ensure smooth operations, a two-day Financial Management and Leadership Strengthening Training was conducted, focusing on budgeting, savings, documentation, and governance. Collective members learned to

maintain daily books, ledgers, and cash records—enhancing transparency and accountability.

Key Outcomes of the orientation program:

- Improved financial literacy and budgeting skills
- Strengthened leadership and group governance
- Enhanced entrepreneurship and resilience
- Established systems for record-keeping and accountability

With bimonthly meetings planned to monitor growth and expansion, this collective livelihood unit stands as a beacon of hope and a replicable model for other urban slum communities. ActionAid's continued support ensures a strong foundation for future impact and wider community transformation. The inauguration of Mahila Udhya Kendra was held near the Indira Gandhi & Ambedkar Statue, Rasoolpura, on Wednesday at 12 noon. The event was held in the presence of Para Legal Volunteers (PLVs), resource persons from Mahila Samakhya (SHGs), Young Urban Workers (YUWs), and local stakeholders.

Distinguished guests included:

- **Smt. K. Uma Maheshwari**, Sub-Inspector, North Zone Women Police Station
- **Mr. Prakash**, Project Officer, MEPMA Cantonment Division
- **Smt. Dipika** and **Smt. Jhansi**, Mahila Shakti Kendra, Women Development & Child Welfare Department
- **Mr. Nayeem**, Community Leader
- **Ms. Vandana Paul Burder**, Project Lead, ActionAid Association & External Member, Local Committee
- **Mr. Phaneendra G.**, Finance Officer, ActionAid Association

Speaking on the occasion, guests highlighted the importance of economic empowerment for women and emphasized that such collective livelihood initiatives not only strengthen financial independence but also contribute significantly to community development.

Case studies of YUWs provided input support for running Mahila Udhya Kendra - a collective tailoring unit.

1. **Saritha**, a 32-year-old single mother from Rasoolpura, has shown remarkable strength and determination in the face of adversity. After losing her husband—who struggled with alcohol addiction and required costly medical care for years—Saritha was left to care for her two children alone. With limited resources and no knowledge of how to sell her husband's scrap shop, she moved her tailoring machine into the shop and began working daily to support her family. Last year, with support from MMF, she started a small tailoring business and has steadily grown it. She hoped to expand further by acquiring better equipment and materials. The project team discussed with Saritha about possibility of forming a collective tailoring unit. Saritha agreed to join the collective and provided all support in establishing the unit.



2) Jyothi - With her husband as the sole earner, Jyothi has taken initiative by running a small home-based tailoring shop and supported by the project during 1st phase for sewing machine and accessories. Jyothi was dreaming of expanding it to include services like pico and advanced stitching. Project team selected Jyothi to join the collective tailoring unit after thorough discussion with her.



3) Panavi is a 30-year-old woman living in Rasoolpura, Hyderabad. She discontinued her education in 7th standard and got married. Her husband, Jay Singh, works as a driver. They have two children. To support her family financially, Paveni works as a domestic worker in the mornings and runs a small tailoring service from home in the evenings. Despite financial challenges, she has remained dedicated and hardworking, nurturing a dream to someday start her own tailoring business. Looking to her need and determination, the project team identified her for joining the collective tailoring unit.

4) Lavanya is a 32-year-old woman living in Rasoolpura, Hyderabad. She has completed her degree and is married. Her husband, Naveen Kumar, works in an office. They have two children—Srujan Kumar, who is in 2nd standard, and Charan Kumar, who is in UKG. Lavanya has had a strong interest in fashion designing since her childhood. While caring for her children, she is stitching blouses, frocks, and dresses for her neighbors, building her skills and reputation locally. Now, Lavanya has joined the **collective tailoring unit** and contributing for building a strong women led enterprise.



5) **Srilatha** a 26-year-old skilled tailor from Rasoolpura, Hyderabad, has long dreamed of starting her own boutique. Despite completing her intermediate education and being recognized locally for her stitching talent, financial constraints have held her back. Now, with renewed hope and support, she is ready to join the collective tailoring unit “Mahila Udhya Kendra”.



Objective 3- Enhancing financial inclusion and increasing livelihood opportunities for 100 YUWs through financial and digital literacy intervention.

The project has conducted two orientation programs on financial and digital literacy and entrepreneurship development for 100 YUWs. The programs focused on equipping participants with essential financial management skills, including:

- Management of Cash – understanding income, expenditure, and savings to ensure effective utilization of resources.



- Cash Book Maintenance – systematic recording of daily transactions to build transparency, accountability, and good financial practices.
- Voucher Maintenance – proper documentation of payments and receipts for financial clarity and audit readiness.



In addition to these fundamentals, the orientation programs emphasized the importance of digital literacy in today's market environment. Participants were introduced to practical tools and techniques for:

- Using digital payment platforms for safe and efficient transactions.
- Leveraging digital marketing tools and social media to expand market reach.
- Exploring online marketplaces to connect with a wider customer

base and increase livelihood opportunities.

This intervention aimed at empowering YUWs not only to manage their personal and business finances more effectively but also to adapt to the evolving digital economy. By blending traditional financial management practices with modern digital literacy skills, participants were encouraged to become more financially resilient, self-reliant, and market ready.

Objective 4)-Improved social security and standard of living of YUWs through linking with social security schemes and other entitlements.

The project team is identified status of access to social security schemes and entitlements by all the beneficiaries of the project and their families and linked them with eligible schemes. Followings are details of the intervention:

Type of card/ social security entitlement	No. of women / families linked of women linked	About the scheme
Ayushman Bharath Health	52	(National Health Scheme to receive Health insurance for family members
E-shram Card	75	As part of Labour Department towards receiving Accidental claim only for Unorganised sector workers between 18 to 60 years who are non-income tax holders and doesn't hold ESI card
Fishery Card	5	India is implementing several fishery schemes aimed at promoting sustainable development, enhancing fish production, and supporting the livelihood of fishers, with the Pradhan Mantri Matsya Sampada Yojana (PMMSY) being a key initiative.
Total	132	

CAMPAIGN ON POSH for All – Safety at Every Workplace,

As part of ActionAid’s 100-day national campaign titled “POSH for All – Safety at Every Workplace,” efforts were made to reach 1 million women workers across India. The campaign was designed to raise awareness, foster grassroots leadership, and ensure the effective implementation of the POSH Act (Prevention, Prohibition and Redressal of Sexual Harassment of Women at Workplace), particularly within the unorganized sector. In Hyderabad, our team has continued ground-level awareness initiatives, actively engaging with diverse groups of women workers—including those in retail, garment manufacturing, domestic work, artisan communities, and Anganwadi centres. These interactions aimed to promote a safe, inclusive, and respectful work environment by educating women informal workers about their rights under the POSH Act and encouraging collective action for workplace safety.

