

## Sri Sri Kaushal Vikas Kendra, Dharavi - Women Empowerment - 30th June, 2013.

Savitha is an ordinary housewife from Mumbai's biggest slum, Dharavi. She has no educational qualifications. Despite her best efforts she could not find any employment. One day as she walked past SSRDP's centre she saw the title "Sri Sri Kaushal Vikas Kendra, Beautician Training." She came in to inquire and enrolled herself onto the next course. Today as a proud 'Beauty Entrepreneur' working from home she earns INR 5-7K every month. "I wanted my children to look up to me as a role model, I am now sure they will do so", she exclaimed with a twinkle in her eyes, the last time we met her.



Dharavi has a population of 2.7 – 3 lakh women, in between 16-30 years, a majority of which are uneducated. There is an urgent need of skills training centres to enable their financial and social independence. A beautician's job is considered as highly coveted, respectable and safe source of income. However, there is a lack of affordable professional trainings across India.

## The Story So Far:

A CSR tie-up with Godrej made a beautician training centre possible in Dharavi. Under the guidance of His Holiness Sri Sri Ravi Shankar, a Beautician Training Centre was inaugurated on 1st July, 2013, with 30 graduates in the first three months itself. The trainings cover all the required topics of beautician training, customer relationship, soft skills development and entrepreneurship. Trainings are provided both, in English and Hindi.

## Future Plans:

The centre will train 240 women every year. Each one earns anything between Rs.3000 – 5000 a month either by being self-employed or at parlours. After witnessing successful outreach, mobilization and training by the volunteers of Art of Living and the huge impact being created, Godrej has asked SSRDP to replicate and open three more centres across Mumbai – Wadala, Sion, Kurla or Mankhurd, shortlisted for the same.

## Testimonials

“Frankly speaking, I never thought I could start my own parlour. Thanks to the dedication of Manisha ma’am, this training enabled me to do so and get financial independence. I am really glad I took this training”

- **Swati Sherkhane, mother of a two year old, started her own parlour.**

“Working as a trainer to empower others has been the most fulfilling experience for me. Thanks for the amazing opportunity provided to all the students, as a former student as well as trainer, what SSRDP and Godrej are doing is truly a blessing”.

- **Sandhya Gavali, a former student turned trainer. Now supports her grandfather’s medical expenses.**

