

Hamirpur district get its first 'Yogyata Vikas Kendra'



Continuing its approach to enable livelihoods by integrating aspirations, inadequacies and opportunities through a well synchronized eco-system, TARA Livelihood Academy (TLA) along with 'Livelihoods under the Skill Development' project by Hindustan Unilever Limited (HUL) is providing community training on beauty and wellness to women in the village .

TLA opened first of its kind 'Yogyata Vikas Kendra' in Hamirpur district of Uttar Pradesh on May 7, 2015. The guests for the inauguration ceremony were Mrs. Nalini Kaushal (Program Lead - Livelihoods & Skill Development, HUL), Mr. Vijay Chaturvedi (Vice President - TARA), Mr. Shachindra Kumar (FM - HUL,

Sumerpur Factory) among others.

Livelihoods & Skills Development is one of the focus areas for HUL under its project 'Prabhat' (Dawn), which focuses on communities around its factories. The areas of interventions are health & hygiene, raising livelihoods and conserving water. The Livelihood programme aims to empower today's youth by providing them with employable skills thereby enhancing their livelihoods.



We realize the fact that women make up for close to 50 percent of the population in this country, yet they do not even make up half of the working force. The changing levels of socio-economic trends globally and its effect on India is a topic of marked interest to us. The setting up of this beauty center is an attempt to change the status-quo of women in rural communities and re-address the balance of power within a family unit.

Within one month of operations, we have 65 enrolments under the Assistant Beautician Course. The girls and women who are enrolled for the training walk or cycle from nearby districts and travel about 4-10 kms each day. For them, training is a ray of hope for a better and secured future. These trainings are provided at a subsidized price, enabled and supported by HUL.