

PROJECT: NIYUKTI SHAKTI

Empowering Women through Recruitment Careers and Sustainable Livelihoods

FROM EDUCATION TO EMPLOYMENT — AND FROM POTENTIAL TO PROFESSIONAL CONFIDENCE

Education → Skills → Live Work → Certification → Employment



**A career that grows
with every conversation.**

Project Niyukti Shakti helps women graduates convert communication, empathy and academic learning into job-ready skills, real workplace experience and a dignified professional career.

LEARN. PRACTISE. EARN. GROW.

THE CAREER CHOICE

Why recruitment? Because people will always matter.

Recruitment and talent acquisition are enduring, future-relevant careers. Organizations will continue to need professionals who can understand roles, recognize potential, build trust and help people make important career decisions.

AI may automate routine tasks, but successful hiring will still depend on human judgement, empathy, communication, persuasion and relationship-building. AI will strengthen a capable recruiter — not replace the value of a trusted recruitment professional.



01

Every interaction makes you stronger

Listening, communication, assessment, judgement and negotiation improve through daily practice.

02

A dignified professional identity

A structured, people-centred career that builds confidence, responsibility and workplace credibility.

03

Experience compounds over time

As your judgement and network grow, so can your value, responsibility, earning potential and career choices.

04

Many directions to progress

Move into sourcing, recruitment, talent operations, onboarding, quality, training, employer relations or leadership.

05

AI-ready and people-centred

Use digital tools and responsible AI to work smarter while human trust and decision-making remain central.

06

Potential for flexible work

After sustained performance and readiness, some roles may provide hybrid or remote-work opportunities.

"Recruitment is not only about filling vacancies. It is about understanding aspirations and helping people and organizations move forward."

A strong fit for Psychology, English, Social Work, Sociology, HR, Commerce, Business Administration, Mass Communication and allied disciplines — while aptitude matters more than the degree title alone.

THE LEARNING JOURNEY

A six-month career launchpad — not classroom-only training.

The program combines guided learning, live practice, assessment and employment support so that participants move from knowing to doing.

01 SELECT Aptitude, motivation and communication potential	02 LEARN 3 months of classroom and live-online learning	03 PRACTISE 3 months of paid, supervised on-the-job training	04 CERTIFY Monthly assessments and a final practical capstone	05 LAUNCH Job matching, placement support and mentoring
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WHAT YOU WILL LEARN

- Business communication and professional English
- Understanding job roles and hiring requirements
- Candidate sourcing and digital research
- Resume screening and structured interviews
- Candidate engagement, follow-up and coordination
- ATS, spreadsheets, MIS and data discipline
- Responsible use of AI and digital tools
- Workplace readiness, ethics and financial literacy

WHAT YOU WILL RECEIVE

- Structured learning with trainers, practice labs and role plays
- Supervised exposure to real recruitment assignments
- Monthly feedback and an individual improvement plan
- A competency certificate, skill transcript and work portfolio
- Placement assistance and job matching for successful participants
- Workplace mentoring and a future remote-readiness assessment

YOU WILL NOT ONLY LEARN RECRUITMENT — YOU WILL PRACTISE IT.

Every call, search, screening conversation and follow-up becomes part of your employability.

FOR ASPIRING PARTICIPANTS

Could this be your first step towards a brighter career?

WHO CAN APPLY?

- Women in the final year of graduation or within three years of completing graduation
- Women returning to work may also be considered, depending on the cohort
- Graduates from Psychology, English and related disciplines are especially encouraged
- Basic digital readiness and a willingness to communicate with people
- Commitment to complete the full learning and on-the-job journey



HOW SELECTION WORKS



We do not look at marks alone. We look for curiosity, empathy, communication potential, discipline and the willingness to learn.

OUR PARTICIPANT PROMISE

- No application, training or placement fee
- Paid OJT as per program terms
- Fair assessment and regular feedback
- Safe, respectful and ethical learning
- Transparent job and employer information

WHERE THE CAREER CAN TAKE YOU

START	GROW	SPECIALISE	LEAD & FLEX
Recruitment Associate Sourcing Associate Candidate Engagement	Recruiter Onboarding Coordinator Talent Operations	Sector Recruiter Quality Analyst Trainer / Employer Relations	Team Lead Pod Supervisor Hybrid / remote roles where eligible

Employment is subject to successful certification, performance and employer selection. Hybrid or remote work is an earned pathway subject to role availability, sustained performance, confidentiality and digital-readiness requirements.

FOR CAMPUS PARTNERS: Turn graduate potential into visible employment outcomes.

Project Niyukti Shakti gives campuses a practical way to support women at the most important transition point — the move from graduation into professional work.

WHAT THE CAMPUS GAINS	A SIMPLE PARTNERSHIP MODEL
• A direct education-to-employment pathway for women graduates • An industry-relevant career option for general degree programs • Practice-led learning with live workplace exposure • Transparent participant progress and outcome tracking • Stronger placement readiness, professional confidence and retention support • A meaningful contribution to women's workforce participation and economic independence	• Nominate a faculty coordinator for the program • Mobilize eligible women and host an orientation session • Provide space and scheduling support for assessment or selected learning activities • Encourage attendance and timely communication during the program • Join periodic reviews and share feedback for continuous improvement
ALREADY IN ACTION	Project Niyukti Shakti is already being implemented, and the early response from learners and stakeholders has been encouraging. The strongest feedback is simple: learning becomes more meaningful when it moves quickly from theory to guided, real-world practice.

BRING PROJECT NIYUKTI SHAKTI TO YOUR CAMPUS

Let us work together to help women graduates move from academic potential to professional capability, confidence and dignified employment.

Campus orientations • Candidate assessments • Cohort partnerships



Vision India Talent Foundation

+91 98080 94040

www.talentfoundation.org.in

Together, we can make the journey from education to employment direct, practical and empowering.