



## **PROPOSAL**

**For supporting “Project Saksham” under Smile Twin e-Learning Programme (STeP) towards benefiting underprivileged youth in Mumbai & Bangalore for the year 2014-15**

**(May 2014 – March 2015)**

**Submitted to**

**Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited**

**Prepared by**

**Smile Foundation**

**Date: 14<sup>th</sup> April 2014**

## Smile Twin e-Learning Programme

### A. EXECUTIVE SUMMARY

<b>Title of the Project</b>	<b>For supporting “Project Saksham” under Smile Twin e-Learning Programme (STeP) towards benefiting underprivileged youths in Mumbai &amp; Bangalore for the year 2014-15</b>
<b>Project Period</b>	<ul style="list-style-type: none"> <li>• May 2014 – March 2015</li> </ul>
<b>Target Area</b>	<ul style="list-style-type: none"> <li>• The project will be implemented in identified slum communities of aforesaid locations.</li> </ul>
<b>Issues Addressed</b>	<ul style="list-style-type: none"> <li>• Youth Unemployment with a focus on female beneficiaries</li> <li>• Access to skill training</li> </ul>
<b>Goal</b>	<ul style="list-style-type: none"> <li>• To empower 190-200 underprivileged youth through skill development training in selected market driven courses such as basic computers, functional English, retail, basic management and soft skills.</li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• To equip the youth with employability skills in computers and retail in order to make them financially self-dependent.</li> <li>• To promote confidence and presentation skills by incorporating aspects of English speaking and Personality Development.</li> <li>• To promote employment by identification and placement of these students in the respective corporate/ organizations.</li> <li>• To provide volunteering opportunities to the employees of Canara HSBC Oriental Bank of Commerce Life Insurance Limited.</li> </ul>
<b>Project Description</b>	<ul style="list-style-type: none"> <li>• The proposed Livelihood training centers will be established in each identified slum communities in partnership with a community based organization and impart skill training to selected 190-200 youths over a period of One Year. In South, the entire one year duration is divided into 2 batches of 6 months each, with 45-60 students, Similarly, in West, the course duration is for four months is divided into 3 batches of 4 months each, with 30-35 students .</li> </ul>
<b>Expected Outcome</b>	<ul style="list-style-type: none"> <li>• 190-200 youth will trained in employability skills during one year of project implementation</li> </ul>

## ABOUT THE ORGANIZATION

Smile Foundation is a national level development organization currently benefitting more than 300,000 underprivileged children & youth directly through 168 welfare projects through initiatives in education, healthcare, livelihood, women empowerment, and advocacy across 25 states of India. The mission to make a difference to the lives of the underprivileged people is made through programmes; namely Mission Education (ME); Smile Twin e-Learning Programme (STeP); Smile on Wheels (SoW); and Swabhiman.

Smile Foundation believes in the spirit of partnership and has joined hands with community organization, civic bodies, corporate, educational and development institutions as well as government to strengthen its cause and ameliorate the situation of underprivileged children and youths in India. The entire management and operations of Smile Foundation is in compliance with the principle of "Good Governance" and thus sets itself apart with its set norms of sustainability, scalability, accountability, transparency, credibility and effective leadership.

### **Major Recognitions:**

The following are some of the recognitions which the Foundation earned during its journey of 11 years:

- Smile Foundation has been awarded the 'Quality Initiative Mission Award 2013' for Innovation and Excellence in Inclusive Education' by the Knowledge Resource Development and Welfare Group.
- Smile Foundation has been conferred with the 'Healthcare Leadership Award 2012' instituted by Knowledge Resource Development & Welfare Group.
- Smile Foundation has been awarded 'Special Consultative Status' with the Economic and Social Council (ECOSOC) in 2012.
- Smile Foundation is the first development organization in India which has conceptualized & produced a full length parallel film called "I am Kalam" focusing on Right to Education. The film won the 'National Award 2011' along with 18 International awards across the globe.
- Smile Foundation has won the UNICEF Asia Pacific Child Rights Awards 2010 for its television campaign 'Chhoone Do Aasman (2009)' that was broadcasted on NDTV India.
- Smile Foundation has been empanelled under National CSR Hub at Tata Institute of Social Sciences.
- Smile Foundation has been awarded the Barclays Bank Chairman's Award 2010 for putting its best efforts along with the bank's Indian employees in helping disadvantaged communities.
- In the year 2011, NTR Memorial Trust felicitated Smile Foundation for its outstanding achievement and high standards of excellence in educating underprivileged children.

- Chhoone Do Aasman (2009) - an initiative of Smile Foundation and NDTV to sensitize people about the aspirations of underprivileged children has been awarded the best Hindi news documentary, for the year by the third edition of the Indian News Broadcasting (INB) Awards 2010.
- Smile Foundation has been featured in Inventive Indians, an iconic book on 'Great stories of change'. The book from the publishers of Civil Society Magazine profiles individuals who have dedicated their lives for bringing social change in various fields.
- Smile Foundation has been recognized with GE Health Care Modern MediCare Excellence Award as "NGO of the Year" for innovative contribution towards healthcare services for the poor & needy.
- Smile Foundation is the nominated national member from India for the Together4Change Alliance, effective across 100 countries and aiming to work for the well being of children and youth in alignment with the Millennium Development Goals (MDGs); effecting civic driven change. This has been instituted by a consortium led by International Child Support (ICS) and three Dutch organisations namely, Wilde Ganzen (Wild Geese), Wereldkieren (NICWO), and SOS Kinderdorpen with support of the Dutch Government.
- The Women Empowerment Programme of Smile foundation called "Swabhiman" has been showcased in the research publication on Women Empowerment by DASRA which is supported by PIRAMAL Trust.
- The Foundation's health programme - Smile on Wheels was invited for a poster presentation at World Health Care Congress in United States of America.
- Website of Smile Foundation, [www.smilefoundationindia.org](http://www.smilefoundationindia.org) is adjudged among 10 best organization websites by [bestindiansites.com](http://bestindiansites.com) alongside likes of corporate including Tech Mahindra and Infosys. Smile Foundation is the only charity in the list.
- The Foundation along with two other development organizations organized a National Consultation of Civil Society Organizations on 'Adolescents' Constituency for the 12th Five Year Plan'. As many as 50 organizations from 15 states of India participated in the consultation and the entire proceedings took place in the presence of the Planning Commission's representatives

## Supporters' Smile Twin e-Learning Programme (STeP)



## PROJECT BACKGROUND DETAILS

### Introduction

Education infrastructure in our country is inadequate and has little relevance to what the employers are looking for in services and manufacturing sectors. Consequently, a majority end up in the informal sector and fall prey to unfair practices, unable to escape poverty and low wages. Lack of proper skill trainings and employment opportunities for deprived youth has increased unskilled labour practices and rate of migration which has in turn enhanced vulnerability and social insecurity amongst youth. Many Indian states have been recognized as a hub for availability of cheap human resource in marginalized, unskilled and labour activities. Such a traditional view and a rigid bent of mind has increased cases of exploitation and forced unfair labour practices. Youth aged between 18 and 25 are highly vulnerable and equally restless and it is important to work towards enhancing their life skills and livelihood opportunities.

One of the biggest challenges India faces even today after the country has made significant progress, is employment generation. While it is a challenge for all youth seeking jobs, it is certainly more difficult for

the youth coming from marginalized sections. Most girls and boys from economically weaker section of the society manage to study up to the higher secondary level, however, despite being good in studies and having a strong desire to study further, they get restrained primarily due to family's economic conditions. Pressed with economic necessities, some or all usually takes up menial unprofessional and non progressive jobs on daily wages. But this invariably have a negative effect on their moral and mental states; moreover, Education loses its importance and value in the perception of these young boys and girls, who would be the future of the country.

India is a country of young people. Out of **1.21 billion** people, the country has approximately **600 million** people **below the age of 30** and **400-450 million below the age of 20**. This huge segment of youth population can be converted to a "Demographic Dividend", if they are trained well and converted to productive workforce. But unfortunately a vast majority of this population is in the brink of a very insecure future. Many boys and girls from less privileged sections of the society manage to study up to higher secondary level from Municipal schools, some of them above average if not brilliant. This leads to two situations. Pressed with economic necessities, some may resort to immediately available sources of lower earnings; while many fall prey to unlawful activities and become miscreants instead of becoming productive members of the country.

### **Experience- Smile Twin E- Learning Program**

Livelihood Training Program was started in the year 2007 with the name **Smile Twin e-Learning Program (STeP)**. Smile Twin e-Learning Programme (STeP) is a national level livelihood programme that trains urban underprivileged youth with market-oriented job skills such as English, basic computer, personality development, retail management, relevant soft skills etc and makes them employed in retail and service sectors across India. More than 14221 youth have been trained and 10207 have been placed in over 140 brands through 29 operational projects across India.

The programme prepares the youth from poor families in the age group of 18-25 years with skills in functional English Proficiency, Basic Computer Education and Soft Skills for enhancing their prospects of employment in the fast expanding sectors like retail outlets, hospitality and BPOs. The programme is operated through STeP centres which are set up by the Foundation in partnership with NGOs/CBOs (Implementing Partners). In order to achieve its vision of changing the lives of poor youth, the programme aims at setting up STeP centre in all major Indian urban centres across the country through a scalable, replicable and sustainable operational model and thus creating a positive impact on livelihood indicators of each of these micro locations.

### **Rationale for Proposed Intervention**

Despite one of the largest youth populations in the world, the country lacks the educational programs, systems and training centers to provide up-to-date technical, vocational, literacy and language skills to its ever-growing employable population. In the next 20 years, India will add 250 million people to the working-age population, compared to Brazil's 18 million and China's 10 million during the same period. If the potential of these youth remains untapped, it will not only slow growth, but a cycle of poverty and illiteracy will persist that only further drains society economically and socially.

The demand for skill based jobs has been at its high due to boom in retail, hospitality and BPO sectors in the country; as a result there are number of skill oriented courses operational in the length and breadth of the country. However, access to such courses by the youth coming from poor communities is very low due to various socio-economic problems.

The lack of livelihood opportunities in the rural areas of India has driven many families to move to metros like Mumbai, Bangalore etc. Rural migrants live in overcrowded slums with poor hygiene and sanitation, and they experience the many social problems and vulnerabilities associated with extreme urban poverty.

A majority of the youth passing out from high schools and colleges do not have the specific skill sets required by various sectors in the market. Also, the country has about **40%** of children and youth dropping out by class 10. It is found that the proportion of unemployment is the highest in the **age-group of 20-24 years** and at least **83% of the unemployed** belong to the age group of **15-29 years** both in rural and urban areas. Providing market aligned livelihood/skill training to deprived youth will help them to find a decent job and to earn a sustained livelihood.

### **Some facts shows the necessity and importance of Skilling the Indian Youth**

- With its forecast to rise from in 2010 to almost in the next twenty years, India will become the world's most populous country by 2030.
- India is also set to become the largest contributor to the global workforce.
- Its (15-59 years) is likely to swell from to over 2010 to 2030.
- If India's working-age population, its so-called demographic dividend, is productively employed, India's economic growth prospects will brighten.
- India can create jobs in the scale required on a sustained basis only with changes in its policy frameworks for education and workforce management.
- Closing the skill gaps of its qualified workforce will be critical, as India depends more on human capital than its peer countries that have a similar level of economic development.
- The workforce will increase the most in states that are the poorest and offer the lowest employment opportunity. Creating jobs for the swelling workforce in these states will be a major challenge.
- Labour skill-mismatch and shortage could adversely impact India's economic growth and wage costs; India would have to bear a greater fiscal burden to support its unemployed.

*(Source: CRISIL Centre for Economic Research, Skilling India: The Billion People Challenge, November 2010)*

### **PROJECT PROPOSAL DETAILS**

#### **Proposal to Canara HSBC Oriental Bank of Commerce Life Insurance Limited**

The current proposal seeks financial support from **Canara HSBC Oriental Bank of Commerce Life Insurance Company** for supporting "Project Saksham" under Smile Twin e-Learning Programme (STeP) towards benefiting underprivileged youths in the identified slum communities located in Mumbai & Bangalore (from May 2014 – March 2015). Through the STeP centres, Smile Foundation aims at providing skill enhancement and employability training to 190-200 underprivileged youth. However,

there will be a focused approach to mobilize maximum women beneficiaries. The proposed project will be implemented in partnership with a community based organization.

The proposed centre will provide employability training to the marginalized youth from the nearby slum communities. The employability training would include:

- Regular classes, industrial visits, workshops, etc
- Classes by working executives and counseling by employers

Efforts would be made to employ the trained youth at the jobs available in the market through a centralized placement cell managed at Smile Foundation's Head Office.

### **Goal and Objectives of the Program**

**Goal:** To empower 190-200 underprivileged youth through skill development training in selected market driven courses such as basic computers, functional English, retail, basic management and soft skills. Further, the project would help increasing employment opportunities for these underprivileged youth in the growing service and retail sector by enhancing their educational and interpersonal skills.

#### **Objectives:**

Objective of the proposed support is as follows:

- To equip the youth with employability skills in computers and retail in order to make them financially self-dependent.
- To promote confidence and presentation skills by incorporating aspects of English speaking and Personality Development.
- To promote employment by identification and placement of these students in the respective corporate/ organizations.
- To provide volunteering opportunities to the employees of Canara HSBC Oriental Bank of Commerce Life Insurance Limited.

The project aims at increasing the employability of 190-200 youths across the said locations.

### **Target Beneficiaries**

The target group under this project are the underprivileged youth (18-25 years) from slums who are either class 10<sup>th</sup> or class 12<sup>th</sup> passed.

### **Project Location**

The proposed "Project Saksham" will benefit the youth from the slums of Mumbai & Bangalore.

### **Project Duration**

The proposed project Saksham seeks support from **Canara HSBC Oriental Bank of Commerce Life Insurance Limited** for the year 2014-2015.

## **Implementation Methodology**

The proposed Centers in West & South are currently operational, and youths are undergoing training. In South, the entire One year duration is divided into 2 terms of 6 months each with 45-60 students in each term. Further, each term is divided into 3 batches (morning, afternoon & evening) for 5 days in a week. Similarly, in West the course duration is for 4 months. The entire one year duration is divided into 3 terms of 4 months each, with 35-40 students in each term further divided into 3 batches.

The candidates are drawn through mobilisation activities in the community especially in the educational institutions. Door to door survey, road shows etc is done to publicise the course. The interested candidates have to go through an entrance test and interview, post which their admissions process are completed. The selection of a suitable community partner helps us conduct these activities. Though there are different ways of mobilising the candidates, the actual strategy is finalised only after identifying the community.

### **Training Curriculum**

#### **MODULE A: Knowledge**

- Basic Computers – Microsoft's 'Un limited Potential'
- Basic Management Skills
- Retail management

#### **MODULE B: Personality**

- Basic communication skills
- Personality development, soft skills , career counselling

The project also seeks to empower young girls – hitherto subjected to all sorts of discriminatory behaviour in male-centric Indian society- to learn skills enabling them to qualify for and succeed in getting economically productive and dignified employment. Consequently, needless to mention, the status of girls is bound to improve causing significant gender bender.

## **Indicators for Success**

The following indicators will determine the success and achievements of the programme;

- Number of youth trained
- Number of youth placed

Smile Foundation plans to coordinate the placements by acting directly or indirectly as a link between trainees and employers. Further, observable changes could be gauged by interacting with the trainees- assessing their confidence level and general awareness, attitude/behaviour towards the opposite sex, body language, general appearance and hygienic practices.

## **Expected Outcomes**

Specific outcome could be segregated in qualitative and quantitative manner as follows:

### **Qualitative Output**

- Identifying right set of candidates/beneficiaries
- Higher employability skills
- Enhanced Self Esteem & Confidence Level
- Students would develop a clearer understanding of their future career interests
- Enhanced awareness about the working of the industry
- Become self reliant
- Contributing member in his/her family
- Better relationships with his/her family
- Better standard of living
- Role Model for the youth in the community

### **Quantitative Output**

- Underprivileged youth trained in employability skills
- At least 50-55% of the beneficiaries placed in right kind of jobs

The above mentioned results can be evaluated through the entry level, midterm and final assessment conducted for each beneficiary.

## **D. OTHER DELIVERABLES**

The expected support will strengthen the CSR programmatic involvement of the Corporate in the following ways:

- Smile Foundation will give branding to the corporate by exhibiting logo and name (contact details) of the donor on the website, newsletters and annual report in order to create visibility and highlight its CSR efforts.
- Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited will have volunteering opportunities with the beneficiaries of the Smile on mutually agreed terms and conditions.
- All donations will be tax exempted under Section 80(G) of Income Tax Act, 1961.

## **E. REPORTING**

- Smile Foundation will share bi-annual reports of the programme with Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd, one in the month of November 2014 and the other in April 2015.
- At the end of the year Smile Foundation will share an annual fund Utilization Report and a summarised impact report for the project

## F. BUDGET

The following financial outlay is for one centre for the year 2014-15:

<b>Operational Cost of 1 Centre for 1 Year - Mumbai</b>					
<b>S.No</b>	<b>Line Items</b>	<b>Monthly/ Session</b>	<b>No of Unit</b>	<b>Unit Cost</b>	<b>Annual</b>
<b>1. Human Resource Cost</b>					
1.1	Honorarium to Instructor - Computer	Monthly	12	10000	120000
1.2	Honorarium to Instructor-English	Monthly	12	10000	120000
1.3	Cost of session on Soft skills ,PD, Retail and Basic Management	Session	48	1000	48000
	<b>Sub total</b>				<b>288000</b>
<b>2. Activity Cost</b>					
2.1	Mobilization cost	Term	Lump sum		8400
2.2	Workshops and activities (Exposure visit, career counseling sessions, job fair etc)	Term	Lump sum		8000
	<b>Sub total</b>				<b>16400</b>
<b>3. Administrative Cost</b>					
3.1	Telephone/Internet/Printing & Stationery	Monthly	12	600	7200
3.3	Rent	Monthly	12	3000	36000
3.4	Electricity	Monthly	12	1000	12000
3.5	AMC / Repair and Maintenance (Computers)	Annual	Lump sum		8400
	<b>Sub Total</b>				<b>63600</b>
	<b>Total(1+2+3)</b>				<b>368000</b>
<b>4</b>	<b>Project Management Cost</b>				
4.1	Part Salary of Project Officer cum Placement Officer	Monthly	12	2500	30000
4.5	Reporting & Documentation	Annual	1	2000	2000
	<b>Sub Total</b>				<b>32000</b>
	<b>Grand Total(1+2+3+4)</b>				<b>400000</b>

Note: The budget above is for 1 Center; similarly, the same budget is applicable to the other proposed Center as mentioned below:

Operational Cost of 1 Centre for the year 2014-15 - Bangalore					
S.No	Line Items	Monthly/ Session	No of Unit	Unit Cost	Annual
<b>1. Human Resource Cost</b>					
1.1	Honorarium to Instructor - Computer	Monthly	12	10000	120000
1.2	Honorarium to Instructor-English	Monthly	12	10000	120000
1.3	Cost of session on Soft skills ,PD, Retail and Basic Management	Session	48	1000	48000
	<b>Sub total</b>				<b>288000</b>
<b>2. Activity Cost</b>					
2.1	Mobilization cost	Term	Lump sum		8400
2.2	Workshops and activities (Exposure visit, career counseling sessions, job fair etc)	Term	Lump sum		8000
	<b>Sub total</b>				<b>16400</b>
<b>3. Administrative Cost</b>					
3.1	Telephone/Internet/Printing & Stationery	Monthly	12	600	7200
3.3	Rent	Monthly	12	3000	36000
3.4	Electricity	Monthly	12	1000	12000
3.5	AMC / Repair and Maintenance (Computers)	Annual	Lump sum		8400
	<b>Sub Total</b>				<b>63600</b>
	<b>Total(1+2+3)</b>				<b>368000</b>
<b>4</b>	<b>Project Management Cost</b>				
4.1	Part Salary of Project Officer cum Placement Officer	Monthly	12	2500	30000
4.5	Reporting & Documentation	Annual	1	2000	2000
	<b>Sub Total</b>				<b>32000</b>
	<b>Grand Total(1+2+3+4)</b>				<b>400000</b>

#### Summary of the Request

Request Description	Budget (INR)
Part operational cost of Mumbai centre	4,00,000
Part operational cost of Bangalore centre	4,00,000

Thus, Smile Foundation requests HSBC Oriental Bank of Commerce Life Insurance Company Limited to support an amount of Rs. 8, 00,000 /- (Rupees Eight Lakhs Only) for 2014-15.

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