

PROPOSAL

**For supporting “Project Saksham” under Smile Twin e-Learning Programme (STeP) towards
benefitting underprivileged youth in Mumbai for FY 2015-16**

Year II

Submitted to

Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd.

Prepared by

Smile Foundation

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Smile Twin e-Learning Programme

A. EXECUTIVE SUMMARY

Title of the Project	<ul style="list-style-type: none">• Proposal for the part operational cost of a Smile Twin e-learning Program Center in Mumbai and defined number of beneficiaries
Project Period	<ul style="list-style-type: none">• 1 April 2015 – 31 March 2016
Target Area	<ul style="list-style-type: none">• The project will be implemented in an identified slum community of Mumbai.
Issues Addressed	<ul style="list-style-type: none">• Youth Unemployment• Access to skill training
Goal	<ul style="list-style-type: none">• To empower 90-100 youth from marginalized socio-economically sections of the society through skill development training in selected market driven courses such as basic computers, functional English, retail, basic management and soft skills.
Objectives	<ul style="list-style-type: none">• 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 Ltd.
Project Description	<ul style="list-style-type: none">• The proposed Livelihood training centers is established in an identified slum community in partnership with a community based organization and imparts skill training to selected 90-100 youth over a period of one year. The course duration is divided into 3 terms of 4 months, with approximately 30-35 students in each batch (which may vary for each batch but the target number will be completed).
Expected Outcome	<ul style="list-style-type: none">• 90-100 youth will trained in employability skills during one year of project implementation

B. BASIC ORGANISATION DETAILS



Smile Foundation is a national level development organization reaching out to more than 300,000 underprivileged children, youth and women directly every year through 158 welfare projects on subjects such as education, healthcare, youth employability, and women empowerment across 25 states of India. Adopting a life cycle approach of development, Smile Foundation focuses its interventions on children, their families and the community.

EDUCATION (Mission Education)

Since 2002, more than 200,000 children in the age group of 3+ to 18 years have been benefited from our Mission Education Programme

Currently 92 Mission Education Centers across 20 states of India are directly reaching close to 18,000 children

HEALTH (Smile on Wheels & Smile Health Camps)

Since 2006, reached over 8 lacs people across 378 urban slums and remote villages through Smile on Wheels and Specialized Health Camps

Currently, 16 Smile on Wheels are operational in 12 states reaching approx. 5 Lac population

LIVELIHOOD (Smile Twin e-Learning Programme)

Since 2007, more than 17,000 underprivileged youths have been trained and more 14,000 youth have been placed in over 150 brands of service, retail and BPO sectors

Currently, 29 STeP centers are operational across 20 cities

GIRL CHILD & WOMEN EMPOWERMENT (Swabhiman)

Since 2005, successfully made a difference to the lives of over 150,000 underprivileged women and adolescent girls

Currently 5 programmes are running across India – reaching nearly 200,000 women and girls

Major Recognitions of Smile Foundation

Some of the major recognitions / awards of Smile Foundation are as follows below:

- ASSOCHAM Awarded Commendable Certificate in recognition of outstanding contribution and certificate of merit in Best NGO – Skill Development (2014-15)
- Global CSR Excellence & Leadership Award 2014 by ABP News
- Education Excellence Award 2013 by the Associated Chambers of Commerce and Industries (ASSOCHAM)
- Corporate Excellence Award for NGO Excellence 2013 by IPE (Institute of Public Enterprise)
- Quality Initiative Mission Award 2013 for ‘Innovation and Excellence in Inclusive Education’ by the Knowledge Resource Development and Welfare Group.
- Smile Foundation is an organization in Special Consultative Status with the Economic and Social Council of United Nations since 2012
- Healthcare Leadership Award 2012
- Represents India as nominated member of Together4Change Alliance
- GE Healthcare – Modern Medicare Excellence Award
- Asia-pacific Child Rights Awards
- NTR Memorial Trust Award
- Barclays Bank Chairman’s Awards

C. 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 sections 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 has 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 17000 youth have been trained and more than 14000 youths have been placed in over 150 brands through 29 operational projects across 20 cities covering 12 states of 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)

D. SUMMARY OF ACHIEVEMENTS FOR PROJECT SAKSHAM IN FY 2014-15

Project Start Date: MoU signed on June 1st 2014 (effective from April 1st 2014)

Project Duration: April 2014 – March 2015

Project Location:

Centre 1 – Prayog Foundation: Kamathipura Slum, Mumbai

Centre 2 – Sama Foundation: Chandra Layout, Bengaluru

Project Target:

- Enroll 190 – 200 youth in a year
- Placement of 50 – 55% of trained students

Target achieved:

- Enrolled: 241
- Trained: 153
- Placed: 87, i.e. 57% placement

The break-up of target Vs achievement is as follows in table below:

Project	Enrolled	Drop Out	Trained	Under training	Placed
Sama Foundation	139	12	62	65	41
Prayog Foundation	102	0	91	11	46
Total – Project Saksham (In both locations)	241	12	153	76*	87

**NOTE: Placement for these students will be explored/secured after completion of their training on 31 March 2015*

E. PROPOSAL DETAILS – For Mumbai Centre

Proposal to Canara HSBC Oriental Bank of Commerce Life Insurance Ltd

The current proposal seeks financial support from **Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd** for supporting the part operational cost of a STeP Center in the identified slums community of Mumbai and a fixed (approximate 90-100) number of beneficiaries. Through the STeP centre, Smile Foundation aims at providing skill enhancement and employability training to 90-100 underprivileged youth over a period of one year. 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 90-100 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 Ltd.

The project aims at increasing the employability of 90-100 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 10th or class 12th passed.

Project Location

The proposed “Project Saksham” will benefit the youth from the slums of Mumbai

Project Duration

The proposed project seeks support from **Canara HSBC Oriental Bank of Commerce Life Insurance Ltd** for a period of 1 year (2015-2016).

Implementation Methodology

The proposed Center in Mumbai is currently operational, and youths are undergoing training. In Mumbai 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 counseling

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

Expected Outcomes

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

Qualitative Output

- Identifying right set of candidates who would take up jobs after completion of the training program.
- 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. DELIVERABLES

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

- Strengthened Corporate image: Shall significantly enhance Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd (CSR) image amongst vast chunk of population in India.
- Branding: The proposed association will make a favourable impression on the brand image of the company.

- 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 Ltd 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 submit

- Bi-annual (6 monthly – April - September 2015 and October 2015 - March 2016) progress / activity reports of the programme with Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd, reports will be submitted within 30 days of the succeeding month
- 6 monthly – April - September 2015 and October 2015 - March 2016 finance reports (Period 1 and Period 2 as defined in Section F) within 3-4 weeks of the subsequent month i.e. October 2015 and April 2016 respectively.
- At the end of the year Smile Foundation will share a fund utilization certificate with Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd i.e. in April 2016
- One final impact report (summary on number of beneficiaries trained, placed and socio-economic impact) -for the financial year in April 2016

F. BUDGET

The following financial outlay is for one centre for a year:

Section I- Operational Cost of 1 Centre for 1 Year					
SI. No	Line Items	Monthly/ Session	No of Unit	Unit Cost	Annual
1. Human Resource Cost					
1.1	Honorarium to Instructor - Computer	Monthly	12	11000	132000
1.2	Honorarium to Instructor-English	Monthly	12	11000	132000
1.3	Cost of session on Basic & Retail Management	Session	40	1100	44000
1.4	Cost of session on Soft skills & Personality Development	Session	20	1100	22000
	Sub total				330000
2. Activity Cost					
2.1	Mobilization cost	Term	Lump sum		10000
2.2	Workshops and activities (Exposure visit, career counseling sessions, job fair etc)	Term	Lump sum		12000
	Sub total				22000
3. Administrative Cost					
3.1	Telephone/Internet/Printing & Stationery	Monthly	12	700	8400
3.2	Rent	Monthly	12	4000	48000
3.3	Electricity	Monthly	12	1000	12000
3.4	AMC / Repair and Maintenance (Computers)	Annual	Lump sum		9000
	Sub Total				77400
	Total (1+2+3)				429400
4	Project Management Cost				

4.1	Part Salary of Project Officer cum Placement Officer	Monthly	12	14000	168000
4.2	Reporting & Documentation	Annual	1	2600	2600
	Sub Total				170600
	Grand Total (1+2+3+4)				600000

Period wise break-up

SI. No.	Expense Head	Total Project Cost (Rs.)	Period 1 April 2015 to September 2015	Period 2 October 2015 to March 2016
1	Human Resource Cost	330000	165000	165000
2	Activity Cost	22000	11000	11000
3	Administrative Cost	77400	38700	38700
4	Project Management Cost	170600	85300	85300
	Total	6,00,000	3,00,000	3,00,000

Smile Foundation requests Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd to support the part operational cost of a centre located in Mumbai is Rs. 600,000/- (Rupees Six Lakhs only) for 1 year.