Proposal for conducting various Social Welfare Activities like Skill Development through Vocational Education, Capacity Building of Youth, Mobilization of Community, Women Welfare etc. in association with various Ministries/Departments of Government of India

PROPOSAL SUBMITTED BY:
SUM DRISHTI EDUCATION SOCIETY
(A Non-profit NGO)
New Delhi

Project Title
To set-up Skill Development Training Centers for Youth and Women in various states of the country, empower women for their rights & living and establish health care services.

1. EXECUTIVE SUMMARY OF THE PROPOSAL

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Project</th>
<th>Proposal for providing various Social Welfare Activities like Skill Development through Vocational Education, Capacity Building of Youth, Mobilization of Community, Women Welfare etc. in association with various Ministries/Departments of Government of India</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>Objective of the Project</strong></td>
<td>Skill Development Training Centers for Youth and Women in various states of the country. Empower women for their rights &amp; living and Establish health care services.</td>
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<tr>
<td>2.</td>
<td><strong>Name of Organization/Institution</strong></td>
<td>SUM DRISHTI EDUCATION SOCIETY (SDES)</td>
</tr>
<tr>
<td>3.</td>
<td><strong>Communication Office Address</strong></td>
<td>283, 2nd Floor, Satya Niketan, South Moti Bagh, New Delhi-21.</td>
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<td>4.</td>
<td><strong>Phone</strong></td>
<td>+91 11 41066002</td>
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<td>5.</td>
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</tr>
<tr>
<td>6.</td>
<td><strong>Location of the Program</strong></td>
<td>SDES has taken up various projects across northern India covering the following states and places: Uttar Pradesh, Rajasthan, Chattisgarh, Jammu &amp; Kashmir, Punjab, Haryana and Uttarkhand. We have also catered Bihar eastern region of the country.</td>
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</table>
RATIONALE OF THE PROPOSAL

With the growing demand of the skill enhancement in every field of work all over the world, India is never a step backward to impart training to every sector of the society. Keeping this trend in view, Sum Drishti Education has spread its hand to work for the betterment of youth and women in the best possible way. SDES is an NGO, which is dedicatedly working to enhance the skill of every youth and women from the lower strata. We provide one platform to every individual who is striving to mark their presence in the society with their working potential. We ensure our success by conducting different vocational training programmes across the country.

Upon catering the vulnerable section of the society, our organization maximizes the potential of the youth and women by affecting their lives in a clean, hygiene and secure environment.

Our Social Outreach

- **Skill Development**-

  Ironically, most industries in India are currently struggling with scarcity of skilled labor. Although more than 40 million people are registered in employment exchanges, only 0.2 million get jobs, thereby leaving a huge number of young people as unemployed. The current education system does not focus on training young people in employable skills that can provide them with employment opportunities. Today, a large section of India’s labor force has outdated skills. With current and expected economic growth, this challenge is going to only increase further, since more than 75% of new job opportunities are expected to be “skill-based.”

  Sum Drishti Education Society (SDES) aims to promote and provide vocational training to school leavers, existing workers, ITI graduates etc. We endeavor to improve their employability by optimally utilizing the infrastructure available in Government, Private institutions and the Industry. It also builds capacity in the area of development of competency standards, course curricula, learning material and assessment standards in the country.

For Women-

Our Skill development programmes involves Training and placement companies for Micro credit, Vocational training and Entrepreneurship development programmes for women.
**For Youth** - Our unique skill delivery process begins with the identification of jobs and ends with the placement of trained youth in various manufacturing industry. We aim to ensure that every youth leaves with a qualification that is recognized and is valued by the employers. Our training will ultimately provide them with the skills necessary to succeed at work from the day one.

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**SDES also bridges skills gaps across service sectors and supplements the nation's economic growth rate flawlessly.** We believe in providing a sustainable skill delivery system that supports the inclusive economic growth, agenda of the nation and leverages the advantage of India’s demographic dividend.

**SDES works through a unique model wherein we establish strategic partnerships with the various stakeholders from Industry, Training bodies, and Non-government Organizations, States and Central government and leverage our relationship to provide skill training and employability.**

**SDES has conducted the following programmes in Skill Development:**

1. MOU signed with Rajasthan Skill and Livelihoods Development Corporation (RSLDC) for Vocational Training of 17,000 candidates under ELSTP programmes, Jaipur, Rajasthan. Dated 27.08.2013

2. MOU for Vocational Training of candidates provided by G&G Educational Society, Panchkula, Haryana. Dated 02.05.2012

3. Approval for training for capacity building under the scheme of Gram Rojgar Sahayak Yojna of Department of Rural Development and Panchayati Raj by Centre for Research & Industrial Staff Performance (CRISP). Dated 25.06.2011


5. Approval of execution of our training centers under SGSY Scheme in districts of Dhar, Khargaon, Tikamgarh, Sagar and Budhni of Madhya Pradesh by Centre for Research & Industrial Staff Performance (CRISP). Dated 03.04.2010
6. Permission for running Vocational Courses under MES Scheme in Chhattisgarh, Uttar Pradesh, Madhya Pradesh and Uttrakhand. Dated 15.11.2009


- **Capacity Building For Youth**
  youths at any place need special boost to build their future. In about seven years, the median individual in India will be 29 years, very likely a city-dweller, making it the youngest country in the world. India is set to experience a dynamic transformation as the population burden of the past turns into a demographic dividend, but the benefits will be tempered with social and spatial inequalities. These are some of the findings of the 'State of the Urban Youth, India 2012: Employment, Livelihoods, Skills,' a report published by IRIS Knowledge Foundation.

- We provide On-job Training Programmes, considered to be one of the best in Industry.
- We aim to provide comprehensive capacity building opportunities to trainees with a focus on hands-on-experience by working directly in the company and learning from experienced staff. As part of core technical development, trainees are exposed to state-of-the-art technology, systems and latest exploration and production operations. To this end, they are regularly rotated within the company’s various field locations.
- The number of trainees inducted during a year depends on operational requirements, their existing strength in the company and availability of resources for providing effective and meaningful practical exposure.
- Once on-board, trainees undergo a comprehensive one-week orientation programme as an introduction to the company’s culture, work ethics/norms, reporting relationships and management expectations, in addition to its history, current operations and future outlook.
- Learning and application of soft skills such as teamwork, communication and management are also part of the programme.

- **Women Empowerment**
  In today’s scenario, women need not to sit back considering dreadful consequences of the male dominated society. World has become more liberal in terms of giving extensive leverage to the women’s overall lifestyle. But in India, women are still facing issues related to their safety, status and future. Though, as per recent survey, we can say that Indian urban women are getting empowerment in the sectors like education, politics, the work force and even more power within their own households.
So to empower women from rural areas, SDES has come up with different solutions, which include:

- a consortium of Self Help Groups, NGOs, Training and placement companies for Micro credit, Vocational training and Entrepreneurship development programmes for women.
- village self-help groups in which women independently establish financial institutions that manage profit-making programs.
- assistance in organization's Community Action for Safe Motherhood Program, which provides training and ongoing technical support to NGOs.
- establishment of workshops that introduce microenterprises to those in tribal communities; help provide skills training to increase levels of employment and reduce migration; and empower women to create their own income-generating activities.
- awareness programmes for the public about women's issues to ensure that local women receive equal opportunities and compensation, while promoting gender sensitivity.

Also for women in India, we have an extensive idea for organizing training programs for Women Empowerment with the co-operation of Ministry of Minority Welfare, Govt. of India in various states, where women will be trained for:

- How to avoid crimes against them
- Their rights relating to Education and Livelihood

Also, we provide opportunities, facilities and services available to women under schemes of Central and State Govts. In the areas of Health, Hygiene and Sanitation, Nutrition, Immunization, Family Planning, Disease Control, Fair Price Shops, Drinking Water and Electricity Supply, Housing, Self & Wage Employment etc. We also educate the them about their legal rights under RTI and other acts including Registration under Aadhar Card Dealing with Post Offices, Banks, Panchayati Raj Institutions etc.

**Upcoming project on Women Empowerment**

Our proposed project on women safety is **SASHAKTI BALA:**

- This programme aims at making the school girls /women in our society – self-assured, self-confident and self-reliant for their personal safety.
- The programme has been designed – keeping in mind the existing threats perceptions in our society - for the girls and working women.
- Once they are trained to defend themselves,
They become alert, aware and self reliant for their safety. Their dependence on others like - police, family, friends etc. is substantially reduced.

SASHAKTI BALA covers the following core areas:-

1. Awareness of personal space
2. Preventive measures,
3. Verbal response,
4. Physical response,
5. Hands on techniques of unarmed combat
6. First aid,
7. CPR & life saving,
8. Mental techniques to keep calm
9. Post event response

**CSR Deliverance**

CSR is also now accepted differently, as, the capacity building for sustainable livelihoods, respecting cultural differences and finding the business opportunities in building the skills of employees, the community and the under privileged and deprived – and the business, giving back to society.

- We ensure the delivery of well designed and unique programmes – befitting for the needy populace – as identified by the PSUs, Corporate and NGOs.
- We identify areas of CSR through Baseline surveys in villages, small towns and cities, design and impart skill development training – monitoring each project continuously.
- We provide regular feedback of these programmes through a networked information system – which can be viewed by the Government agencies, auditors, clients / and any monitoring body.
- We have a complete and holistic corporate responsibility strategy that leverages organization’s capabilities and strategic resources and addresses the sustainability challenges being faced by organization and its stakeholders.
- A deep market insight to identify key environmental and social trends and assess their strategic and financial impact on your business.
- An astute assessment of company’s current CSR programs to identify strengths and gaps.
- Specific aims & Key initiatives to ensure CSR targets are met
- A 360 degree appraisal and monitoring approach to program implementation to ensure transparency, speed, efficiency and impact.

**Poverty Alleviation**

Poverty in India is widespread, with the nation estimated to have a third of the world’s poor. In 2010, the World Bank reported that 32.7% of all people in India fall below the international poverty line of US$ 1.25 per day (PPP) while 68.7% live on less than US$ 2 per day. According to 2010 data from the United Nations Development Programme, an estimated 29.8% of Indians live below the country’s national poverty line.

A 2010 report by the Oxford Poverty and Human Development Initiative (OPHI) states that 8 Indian states have 421 million poor people. A 2013 UN report stated that a third of the world’s poorest people live in India. We at SDES believe Micro-finance can play a huge role to alleviate poverty from India by enabling the poor to access credit for the income generation.

- SDES is undertaking economic programmes to provide employment border, micro-finance and use the strength of the organization (namely SHGs) to obtain social empowerment.

- The micro-finance and income generation programmes make a difference to the poor covered by SDES in terms of income, occupational diversification, acquisition of skills and confidence. A significant proportion of poor and needy obtains loans to expand their existing livelihood activities (agriculture, small business establishments) and to have higher income and employment.

- SDES also undertakes Strategic planning" (or action planning) method which in one way cities can proceed in the development of poverty reduction strategies. It should be noted that strategic planning is not an attempt to blueprint the future. Strategic planning looks at the chain of cause-and-effect consequences over time of an actual or intended decision. Nor is it a set of wishful thoughts; it should relate the actions to resources available or that can be mobilized realistically. Finally, like a national poverty reduction strategy, it should not involve the
preparation of massive, detailed and interrelated sets of plans. It concentrates on a few issues on which there is consensus regarding priority.

**Projects Undertaken till Now**

**SDES** has conducted the following programmes:

1. Training of candidates under ELSTP Programmes (Employment Linked Training Programme) of Rajasthan Skill and Livelihoods Development Corporation (RSLDC) Jaipur, Rajasthan.

2. Self Employment Linked Skill Training Programmes for preparing Optometrist cum Optician (Ophthalmic Technician) of Rajasthan Skill and Livelihoods Development Corporation (RSLDC) Jaipur, Rajasthan.

3. Training of unemployed youth, in the area of dialysis machine operations for easy availability of dialysis facilities & independent centers in Two Tier cities of India, in association with B Braun Medical (India) Pvt. Ltd..

4. Short term vocational training of candidates under “Seekho aur Kamao (Learn & Earn)” a scheme of Ministry of Minority, Govt. of India

5. Women Leadership & Awareness Programme under “Nai Roshni” a scheme of Ministry of Minority, Govt. of India

In many of the programmes, SDES has set up hostel facilities at their training centres - depending on requirements.

**Our Programs**

Our programs are placement linked, short term (8 weeks, 12 weeks and 24 weeks) and are offered to people at entry level and supervisory levels. Our course content is based on the findings of Training Needs Analysis and inputs from Subject Matter Experts.

**Program Details**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Position</th>
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<tbody>
<tr>
<td>Health Care</td>
<td>• Bedside Assistant • Pharmacy Assistant • Optometrist cum Optician Technician</td>
</tr>
<tr>
<td>Hospitality</td>
<td>• Hospitality Assistant • Household Assistant</td>
</tr>
<tr>
<td>Retail</td>
<td>• Sales Person • Retail Operations</td>
</tr>
<tr>
<td>Garment Making</td>
<td>• Hand Embroider • Garment Packer • Basic Sewing Operator</td>
</tr>
<tr>
<td>Courier &amp; Logistics</td>
<td>• Office Assistant • Operation Supervisor</td>
</tr>
</tbody>
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**SDES** has also dedicated itself to Human Resource Development by offering a variety of market driven courses by way of distance education learning mode.

- Most of the training programmes have the flexibility of Multi-Skills and Multi-locations
- Research and survey on continuous basis to identify new trades as per employment opportunities in the current volatile job market
- Developing new training methods for micro-enterprises and micro-finance management, monitoring and evaluation system
- Cluster Development and Market Linkages
- Buyer-Seller meet through exhibition
PROJECT IMPLEMENTATION STRATEGY

Program Preparation
The program preparation would consist of preparatory activities for launch of training of candidates. SDES would include opportunities assessment, mobilization of required infrastructure, recruitment of trainers, spreading awareness about the program and mobilization of candidates etc. A brief description of activities in this phase is as following:

A. Selection of Training Centers
Based on data captured through market scan, 2 training centers in each district will be identified to conduct the programmes.

B. Establishment of Centers
For each of the centers necessary infrastructure would be arranged before commencement of training. Care will be taken to have sufficient facilities to cater to the number of candidates, to be trained.

C. Mobilization of Candidates
Leaflets / handout giving a clear message about the program will be distributed in the awareness camps organized by SDES.

POST Programme PHASE
SDES has designed a well-equipped web based monitoring and review system for such project. However, keeping in view the project requirement a system would be developed with special features necessary to provide and maintain complete information system with regards to student’s performance during the program and afterwards.

ASSESSMENT & CERTIFICATION
Our certificate is recognized both in Government as well as Private sector and also for overseas placement.

HUMAN RESOURCES INVOLVED (CORE TEAM)

WG. CDR. S.K. Sharma, MSc, PGDBM

His vision of creating an umbrella for over 20,000 NGOs, Self Help Groups, Voluntary Organization and Vocational Training and placement Organization, brought to fore, the SDES.

Backed by an Air-Force career spanning over two decades long stint in the corporate world, he took to philanthropy, empowerment of women and social upliftment of the rural and Urban underprivileged.

Dr. Siya Seth, MBA, Phd

She has more than 16 years of hardcore experience in the Employment generation and Women Empowerment. She specializes in Vocational Education and Entrepreneurship Development training, Skill Development, Employability Training etc.

She also spearheaded a national campaign on Vocational Training Assessment, as the Project Head of a prime Skill assessment organization.
Mr. J.K. Agarwala, MSc

He shifted to NGO and consulting sector with a view to share business know how into the development sector after more than 25 years of professional administrative management experience in corporate board level wherein he gathered sound knowledge of business development, Admin, HR, legal, IT areas, Finance & accounts Development of team members.

Mr. Gaurav Wahi, PGDBM

Gaurav has been a results- driven PGDHRM professional with a career spanning more than 14+ years with a proven track record in the areas of operations, people management, administration and events with a passion for training, recruitment and education.

Dr. H.K. Pahwa, M.D.

He is committed to transform professionals at all levels and significant acceleration in their productivity advancement.

He is a practitioner of experiential training for over 8 years in sales and medical representative services, training development.
A PG in Psychology, from Delhi University, D.Phil (PSY), PGDEVG CTD, University of Manchester (UK) is a renowned Behavior scientist.

He is a certified trainer from IDPM, Manchester University.

Dr. Rai has more than 35 years of experience of imparting training and education.