

Project Proposal: Youth-Centric and Job-Oriented Vocational Training Center in South 24 Parganas District, West Bengal

1. Introduction: We are excited to present a project proposal to Asha for Education for the establishment of a comprehensive vocational residential training center in the South 24 Parganas District of West Bengal. This project aims to address the high unemployment rates in the region and provide essential skills to unemployed youth, women, and farmer's sons. By offering training in various sectors, we aim to empower individuals and create a sustainable and inclusive future for the community.

1.1 Project Justification: The South 24 Parganas District faces numerous challenges, including high unemployment rates and limited access to skill development opportunities. Many young people and women in the region struggle to find employment due to the lack of marketable skills. Our vocational training center will address these challenges by providing targeted training programs that align with the demands of the local job market.

1.2 Logical Framework:

Goal: To empower unemployed youth, women, and farmer's sons in the South 24 Parganas District through vocational training, leading to increased employability and sustainable livelihoods.

Objectives:

1. **Skill Development:** Provide vocational training to 200 unemployed youth annually, equipping them with in-demand skills to enhance their employability.
2. **Women's Empowerment:** Offer training to 50 women each year, focusing on tailoring and beautician skills, enabling them to become self-employed or seek employment opportunities.
3. **Agricultural Development:** Provide training to 100 farmer's sons annually, focusing on fishery, poultry, livestock, and kitchen gardening, enabling them to contribute to the agricultural sector and secure their livelihoods.
4. **Career Guidance:** Facilitate career counseling and guidance for at least 200 youth each year, helping them make informed decisions about their educational and professional pursuits.

1.3 Theory of Change: By providing targeted vocational training, participants will acquire the necessary skills and knowledge to secure employment or establish their own businesses. This will lead to increased income levels, improved livelihoods, and a reduction in unemployment rates in the South 24 Parganas District.

1.4 Implementation Plan:

1. **Construction of Facilities:** Construct a vocational residential training center with the necessary infrastructure, including training rooms, conference rooms, dormitory rooms, and office spaces.

2. **Training Programs:** Develop comprehensive training programs tailored to the specific needs of each target group, ensuring the curriculum is practical and aligned with industry standards.
3. **Skill Development:** Engage qualified trainers and instructors with expertise in their respective fields to deliver high-quality training and hands-on practical experiences.
4. **Resource Utilization:** Foster an environment of collective resource utilization, encouraging participants to implement sustainable practices and apply their newly acquired skills.
5. **Monitoring and Evaluation:** Establish a robust monitoring and evaluation system to track the progress and impact of the training programs, ensuring their effectiveness and making necessary improvements.

1.5 Sustainability: To ensure the long-term sustainability of the vocational training center, we will focus on the following strategies:

1. **Collaboration with Local Industries:** Forge partnerships with local industries to ensure that the training programs align with the demands of the job market.
2. **Entrepreneurship Support:** Provide entrepreneurship training and mentorship to participants, enabling them to establish their own businesses and contribute to the local economy.
3. **Networking and Alumni Association:** Facilitate networking opportunities and create an alumni association to foster peer support and collaboration among program graduates.
4. **Collaboration with Government Agencies:** Partner with government agencies and organizations to secure ongoing funding and support for the vocational training center.

1.6 Budget: The total estimated budget for the construction of the vocational training center and the implementation of the training programs will be finalized upon further analysis and assessment of the needs of the South 24 Parganas District. We kindly request Asha for Education's support and funding to ensure the successful completion of this project.

1.7 Conclusion: By establishing a youth-centric and job-oriented vocational training center in the South 24 Parganas District, we aim to empower individuals and contribute to the overall development of the community. Through the support of Asha for Education, we believe this project will create a positive impact and pave the way for a sustainable and inclusive future. We are excited to collaborate with Asha for Education to turn this vision into a reality.

2. Important facts

In the year 1999, Sajal Kanti Kayal and 4 other friends founded a theatre group exclusively for women with the aim to empower them so that they can act with leadership, self confidence, self respect when ever required. AS the theatre group flourished, Sajal and other co-workers understood the need for a school that would impart quality education. Thus Tiyas School was formed in 2000. "Tiyas "meaning thirsty. In the context of the school

Tiyas meant providing nourishment through education to young minds. The school's vision broke the limitation of conventional learning and aimed to uplift the society by raising responsible citizens that are also well educated. High school students faced issues at home studying alone and without guidance. A remedial center was established the next year to support these students. The centre helped the high school students in comprehending the matter taught in class. With welfare activities growing, the team thought of having a more structured approach. On Oct 28,

2003, Kankura Masat Social Welfare Society was formed with official registration under the society act of Govt. of West Bengal.

KMSWS has made its name by running a school in the vicinity of Masat village. The community has benefitted by its presence, especially the rural children. When there was no good school in the nearby villages, KMSWS came out with an answer. Many of the parents are first generation learners and unsure about the skills that their wards will require in the present scenario. The preprimary school has 409 primary and 205 remedial students. KMSWS engages their parents in their studies with the idea that parental guidance will ultimately be beneficial for the children as they grow up. The education imparted in KMSWS school is based on activity based learning. This will ensure that group activity is part of the learning process. Teachers of the school undergo regular training sessions and keep themselves updated on latest teaching techniques. Students get computer training and also take part in co-curricular activities.

3. Budget

Sl no	Classifications	Unit amount	Total amount
1.	Cost of extending the building by one room		₹4,00,000
	Single room	₹4,00,000	
2.	Classroom Setup :		₹ 1,50,000
	Furniture and Equipment:	₹50,000	
	Technology (Projectors, Smart Boards):	₹ 100,000	
3.	Curriculum Development:		₹ 3,00,000
	Course Materials:	₹ 150,000	
	Trainer and other staff Salaries:	₹ 150,000	
4.	Book Keeping and auditing cost		₹ 50,000
5.	Marketing and Recruitment:		₹ 80,000
	Advertising:	₹40,00	
	Outreach Programs:	₹40,00	
6.	Operational Costs for the First Year:		26,000
	Maintenance:	₹ 20,000	
	Miscellaneous Expenses:	₹ 6,000	
	Total Estimated Budget:		₹1006,000

4. Success Stories

Child Education – Since, 2001 we have been running a pre-primary/primary school for the under-privileged children of our community. Almost 409 students come here from 11 surrounding villages attend this school.

Of the 409 students, 226 are boys and 183 girls. We have 18 teachers in our school. Several of our past students have excelled academically in their higher studies.

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Success stories of some of the students KMSWS had are provided below.



inspiration to all when he was selected as a junior research fellow in the Central Ayurveda Research Institute, Government of India. Subham was admitted to KMSWS school when he was 3 years old. He achieved academic excellence by scoring highest marks in BSc with a specialization in Botany from Biswabharathi University. He is admired not only for his academic success but also for his dedication toward family and community.



Babusona Adak, 21 has successfully completed Skill Development Training Programme on Computer Hardware and Networking from Kankura Masat. He is from an agriculture based family. Thus, he has to put labor and help out his family, although unwillingly. He wants to do some thing else and not farming. When he came to know about the training course being organized by Kakura Masat he grabbed the offer and completed the course. He applied interviewed. Finally, he was selected as a marketing officer in the Bandhan bank.



Swarup Chatterjee, 21 also a student of Computer Hardware and networking at KMSWS has applied for opening a kiosk of Indian bank. He is the son of a widow. His mother is a pensioner and was looking for financial support from Swarup. He felt frustrated because he could not do much. However, opening of Kiosk of Indian bank helped him make some money that he was looking for.



Arpita successfully completed the Innovative Teacher training Program from Kankura Masat . After her education she dreamt of teaching kids. KMSWS gave her the opportunity of teaching. After the training she got offer to teach in a non government, pre-primary and primary school. She is doing well now. Students love her classes. This brings Arpita lot of satisfaction and joy.

Apart from running the school, KMSWS is also involved in various other activities. Livelihood of marginalized people is of interest to KMSWS. Natural agricultural techniques are adopted for farming. In this method a healthy a fertile soil is prepared by not using synthetic chemicals such as pesticides and chemical fertilizers. Natural techniques also involve integrating local climate factors, such as temperature, rain – fall and type of soil info for best results. Integrating local climatic conditions to the natural agricultural techniques can give rise to sustainable and resilient systems.

5. Health Camp

KMSWS organizes regular health camps in the community with the aim to provide essential healthcare services to the community. Healthcare camps are held on a regular basis to consistently provide service to the community. Typically health services that are provided ranges from general check ups, blood pressure monitoring, eye examinations, sugar testing, and other dental checkups etc. Preventive health care services are also looked at going beyond immediate health issues which may be vaccinations, health screenings and through health care awareness through the community. On special demand there can be specialized camps viz. for gynaecological care, pediatric check ups etc. These camps need direct participation of the community, the people involved in the camp may be volunteers, health care professionals, creating a collaboration for mutual support and information exchange.

The KMSWS health program was inceptioned in 2001. Initially, we organized awareness camps, rallies etc. to make local community members aware about our program. Subsequently, immunization camp on hepatitis-B, mega health check up camp for mother/child and elderly people were routinely organized every year. Eye testing camps and IOL operation facilities were provided free of cost. Each year, approximately 89 people came to get their eyes tested by doctors, and among them about 10 -12 people had to go for IOL operation. During the last 5 years, a total of 400 people availed our free eye check up facilities, while 59 aged among them accessed the free IOL eye operation facilities. Apart from the eye check-up and operation facilities, we have been able to provide financial support for the heart surgery of 2 children from BM Birla Heart Research Institute, Kolkata and RN Tagore Hospital, Kolkata. Baby Pritha Mondal (6 months old) of Falta and baby Dip Mondal (2 and half yrs old) from Diamond Harbor, both came from underprivileged families, who were unable to bear the high operation costs of more than one lakh rupees. When they came to know about the high expenses of operation, they were frustrated, and approached up for support. Our organization forwarded their case to Rotary Club of Kolkata. Rotary Club arranged for the free operation of the child patients. Now baby Pritha Mondal is cured and can be found smiling on her parent's lap. Mr. Shyam Sundar Mondal, 59, of Diamond Harbor, a factory worker and the only bread earner of his family, had eye problems. His vision was not good and doctors prescribed IOL operation as treatment. KMSWS arranged a free of cost operation through Rotary club. Now, after the operation, both his eyes are fine. This enabled him to continue with his job. His eye was operated by doctors from Shankar Netralaya, Kolkata. Last year 25 poor patients got spectacles at very low cost. The glasses were provided at a subsidized rate by Rotary Club.

6. Cultural Programs

Cultural Programs - KMSWS from the very beginning celebrated the nation's cultural and heritage by organizing annual cultural programs. KMSWS organizes different festivals and Mela on culture usually during the winter months, every year. But some programs are also organized during other times of the year. In the year of 2011 KMSWS organized Block Level cultural utsav by the help of Nehru Yuva Kendra, an autonomous body of Ministry of Youth and sports. 3 blocks of Diamond Harbor sub division participated. This event consisted of songs, dramas, recitations, drawing and dance competitions. Almost 275 participants performed their activities here. Every year, about 100 participants from different fields perform at our festival. Jhuma Gayen, 21, a young budding singer, performed at our organization during the cultural festival of 2011. Last year she was selected to participate in a singing competition organized by a reputed Bengali T.V. channel. Program for Senior Citizens - KMSWS initiated this program in 2006. We celebrate festivals of 'Rakhi Bandhan' and 'Dol Utsav', with our senior citizens through this program. Every year we invite 80 individuals (belonging to the BPL category), aged above 60 years from the neighboring 9 villages. This year in 2024 we had among us 105 senior citizens. 86 of them got health check up and 15 of them got cataract surgery done on their eyes. This was done in a co-partnership basis. Rotary Club South Suburban was the co-partner. They come here and enjoy the moment along with us. During 'Rakhi' and 'Holi', our members seek the blessings of the elder citizens through 'PRANAM' and 'The senior citizens also receive health cards from another NGO, Help-Age India, using which they can purchase medicines at a discounted price. and blankets to them after the celebration. They get free health check-up, 2 times in a year from KMSWS. The senior citizens also receive health cards from another NGO, Help-Age India, using which they can purchase medicines at a discounted price.



Tying rakhi on to a senior citizen as part of “Raksha –Bandhan utsav”

7. Self Help groups

Self help groups are groups of individuals who have similar socio-economic goals, are community based organizations and has the ability to solve common issues. SHGs are working with KMSWS for quiet some time.

The work starts with SHG formation but extends to capacity building, which is helping people with shared co-interests and similar socio-economic goals to develop skills in financial literacy, entrepreneurship etc.

8. Environment and disaster

South 24 Parganas gets stuck by cyclones from time to time. Coastal areas are the ones that get stuck by cyclones. Recognizing such calamities that these areas undergo from time to time, KMSWS has made a plan and put concerted effort in planting sirish, jhau, peach and neem, to fortify the region from cyclones. They act as natural barrier, slowing down the wind speed and saving the place from wreckages.

9. Cloth distribution

From time to time KMSWS engages in cloth distribution to poor community members, especially those that are elderly and children.

Through this avenue of cloth distribution, KMSWS works to better the life of the poor, elderly and children.