Towards Sustainable Livelihood Opportunity: Developing potential of adolescents and youth through Communicative English and Life Skills Training

Submitted by:

UDDAMI INDIA FOUNDATION

Uddami India Foundation

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Website: https://www.uddamiindiafoundation.org
Project Title:
Towards sustainable livelihood opportunity: Developing potential of adolescents and youth through Communicative English and Life Skills Training (Employability Skills Training)

Organization Brief:
Uddami India Foundation (UIF) is a non-profit educational organization located at Prince Anwar Shah Road in South Kolkata. Uddami Computer Training Centre, a job-oriented computer training class, is the flagship programme of the organization which started in 2005 with a very humble but noble vision of empowering the talents of the underprivileged young women of our society to have a sustainable livelihood and a better life. To supplement the job-oriented computer training, Uddami India Foundation introduced Communicative English classes from 2007 onwards and later Life Skills training was started for the students towards developing the core employability skills. The work of Uddami has also expanded in the area of Women’s Health issues, there is a Gender Resource Centre, working on Gender Equality and disseminating knowledge on women-related legislations and schemes and connecting them to institutions as required and also the Uddami Youth Space, which is an open platform for the youth targeting inclusive development. Since inception, around 850 students have been reached, 600 students successfully completed the computer course and more than 75% of the students have been successful in getting job or are gainfully employed.

Background/Context:
Youth (15-24 years) in India constitutes one-fifth of the total population (census 2011). By 2020, India is expected to have a 34% share of youth in the total population. Due to the growing population, the youth in India have been exposed to unemployment, fierce competition in the job market, lack of suitable job opportunity, job sustainability and overall uncertainty towards a sustainable livelihood. Even young people with college education and multiple degrees face difficulty in getting a job to sustain a decent lifestyle. In this situation, the young people from an underprivileged and marginalized background, who are mostly first-generation learners, are even more susceptible. They are deprived of quality education, skills training and grooming required in a highly competitive job market. They mostly end up working in the unorganized sector as daily wage labourer or doing unskilled jobs with little opportunity to forge out a decent living. And for young girls and women, the opportunity is even less as gender discrimination is still a reality in Indian society.

Project Rationale:
Knowledge of English still plays a very important role in the job market in India, especially in the service sector, retail industries, hospitality, management, call centers and other marketing jobs where communication is one of the required skills. The ability to communicate in English works as an added advantage in getting a job. In addition to the Communicative English training, classes on Life Skills Education also help the students to recognize their strengths and weaknesses, build up self-confidence, be more assertive in communicating their opinion and be focused in their life. At Uddami, the students who enrolled in the job-oriented computer course also attend the compulsory Communicative English
and Life Skills Education classes which help in their holistic development besides getting the computer training. We at Uddami also believes in Women Empowerment and thus we try to keep a ratio of 60:40 girl and boy students in class. The project aims at addressing the Sustainable Development Goal of United Nations which targets Reduced Inequalities (SDG - 11), Decent Work and Economic Growth (SDG – 8), Quality Education (SDG – 4) and Gender Equality (SDG – 5).

Geographical area of coverage and targeted beneficiaries:

Uddami India Foundation mainly caters to the marginalized urban population of Kolkata and the sub-urban areas of the city. The beneficiaries include 60% female candidates.

Based on four (4) sessions on Communicative English and Life Skills Education to be conducted in one year consisting of a minimum of 10 students per batch; thus, for one year the target for –

Communicative English Class – 40 students

Life Skill Training – 40 students

Project Goal:

Providing sustainable livelihood opportunity for marginalized urban youth of Kolkata and the sub-urban areas

Project Objective:

1. To impart knowledge on speaking and listening skills in English
2. To develop competency to communicate appropriately and effectively
3. To help in developing a positive attitude
4. To stimulate a desire and want to develop self

Operational Plan:

- Identification of students through interview and home visits
- Pre-assessment of the students
- Allotment of classes
- Conducting of classes
- Students’ appraisal
- Post assessment of students
- Regular networking with potential employers and job market
- Handholding support to students for interviews
## Objective Specific Activities and indicators:

<table>
<thead>
<tr>
<th>Number</th>
<th>Objectives</th>
<th>Activities</th>
<th>Sources and means of verification</th>
</tr>
</thead>
</table>
| 1.     | To impart knowledge on speaking and listening skill in English              | ✔ Identification of students through interview and home visit  
✔ Allocating classes to students  
✔ Conducting Pre-assessment of students  
✔ Conducting communicative English class, 5 days per week, 1 hour per batch  
✔ Students’ evaluation after each semester  
✔ Conducting Post assessment of students | ✔ Students’ data sheet  
✔ Pre and Post assessment forms  
✔ Attendance register  
✔ Evaluation sheets  
✔ Photographs |
| 2.     | To develop competency to communicate appropriately and effectively in English |                                                                                                                                             |                                                                                                  |
| 3.     | To help in developing a positive attitude                                    | ✔ Identification of students through interview and home visit  
✔ Allocating classes  
✔ Conducting Pre-assessment tests  
✔ Conducting sessions on Life Skill development for 2 days per week, 2 hours per day  
✔ Group work with students  
✔ One-to one-case work (if needed)  
✔ Self-assessment by students  
✔ Counsellor’s feedback | ✔ Students’ data sheet  
✔ Pre and Post assessment forms  
✔ Counsellor’s feedback form  
✔ Process documentation  
✔ Photographs |
| 4.     | To stimulate a desire and want to develop self                              |                                                                                                                                             |                                                                                                  |
Proposed Budget: (Time frame 1 year – 1st October 2022 to 30th September 2023)  
INR 5,25,000.00 (Rupees Five lakhs Twenty five thousand only)

<table>
<thead>
<tr>
<th>Headings</th>
<th>Unit cost</th>
<th>Unit</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>1. Human Resource</td>
<td></td>
<td></td>
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<tr>
<td>1.1 1 (one) Communicative English Teacher</td>
<td>Rs. 17500.00</td>
<td>12 months</td>
<td>2,10,000.00</td>
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<tr>
<td>1.2 1 (one) Life Skills Educator / Professional Counsellor</td>
<td>Rs. 17500.00</td>
<td>12 months</td>
<td>2,10,000.00</td>
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<td>4,20,000.00</td>
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<td>2. Admin and overhead cost</td>
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<tr>
<td>2.1 Rent</td>
<td>5000.00</td>
<td>12 months</td>
<td>60,000.00</td>
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<tr>
<td>2.2 Electricity</td>
<td>1000.00</td>
<td>12 months</td>
<td>12,000.00</td>
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<td>2.3 Office cleaning and Hygiene Maintenance</td>
<td>1000.00</td>
<td>12 months</td>
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<td></td>
<td></td>
<td></td>
<td>84,000.00</td>
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<tr>
<td>4. Stationaries</td>
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<tr>
<td>4.1 Stationeries for programme</td>
<td>Lump sum</td>
<td></td>
<td>5,000.00</td>
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<td></td>
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<td>5,000.00</td>
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<td>5. Travel and other logistics</td>
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<tr>
<td>5.1 Travelling for home visit of students &amp; coordination meeting with employees</td>
<td>Lump sum</td>
<td></td>
<td>4,000.00</td>
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<tr>
<td>5.2 Special sessions film show, therapy sessions, etc.)</td>
<td>Lump sum</td>
<td>(2 sessions quarterly @1500 per session=total 8 sessions)</td>
<td>12,000.00</td>
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<td>16,000.00</td>
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<td>Total: (Rupees Five lakhs twenty-five thousand only)</td>
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<td>5,25,000.00</td>
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