



Natarajan Education Society

27th November 2017

Concept Note

The Khushi project





Building aspirations and skills for youth in smart cities – the Pune experience

The 'Smart cities' project being taken up in 100 Indian cities is intended to create improvement in both the public and private spheres facilitated by the prudent use of technology. These opportunities when leveraged by the youth of the city will lead to transformation. However, the experience in skills development through the Lighthouse initiative in Pune has shown that youth from underprivileged communities like slums were unable to make use of these opportunities due to the following challenges:

- **Lack of agency:** The slum communities have been disadvantaged in terms of education, employment and quality living opportunities for decades. This has created an environment in which the youth fail to view skill development and employment as a transformative experience. They tend to view themselves as victims of circumstance and this hinders their ability to become truly empowered members of the workforce.
- **Unresponsiveness to traditional modes of skilling:** Owing to the lower quality of education, the students from these communities have critical knowledge gaps in their learning process. Currently available skilling programs do not take this into account leading to adverse outcomes for both the students and the programs.
- **Lack of access to resources:** For starting and developing a career in the smart city ecosystem, constant honing of skills is required. The lack of access to the requisite technology and resources in these communities is hence a major roadblock to realizing the transformative potential of the smart cities project.
- **Digital illiteracy:** Technology presents an avenue to truly democratize information, access and opportunity. Most of the youth from these communities aren't aware of how to make the right use of this avenue as they are digitally illiterate.

A network of sustainable livelihood centers and digital literacy centers that are embedded in such underprivileged communities, offers a holistic solution to these challenges. **In Pune, 3 livelihood centers and 25+ digital literacy centers are currently running as a part of this approach and are beginning to transform the communities that they serve. The success of the program is rooted in an agreement between Pune Municipal Corporation and Pune City Connect to setup 15 Livelihood centers to enable sustainable livelihood for 10,000 youth per year and 100 digital literacy centers to achieve 100% digital literacy in Pune by 2020.**

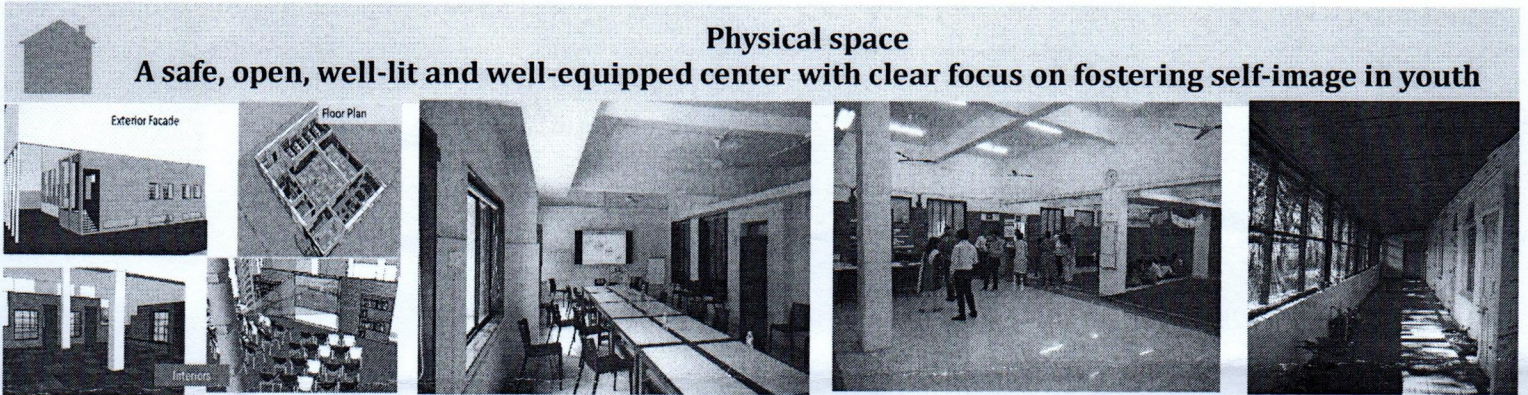


Khushi sustainable livelihood Centres - More than just Skilling

For every smart city, we recommend the Khushi program which is inspired by the Pune Lighthouse model focusing on counselling, holistic support, changing self-image of the students and providing them a skill of their choice to ensure outcomes are sustainable. The crux of the Kushi program is in enabling youth to think differently about their own potential and bringing them to a point where they determine their own choice of skill. This leads to far higher retention in the workforce, as compared to other skilling programs where youth dropout in a few weeks.

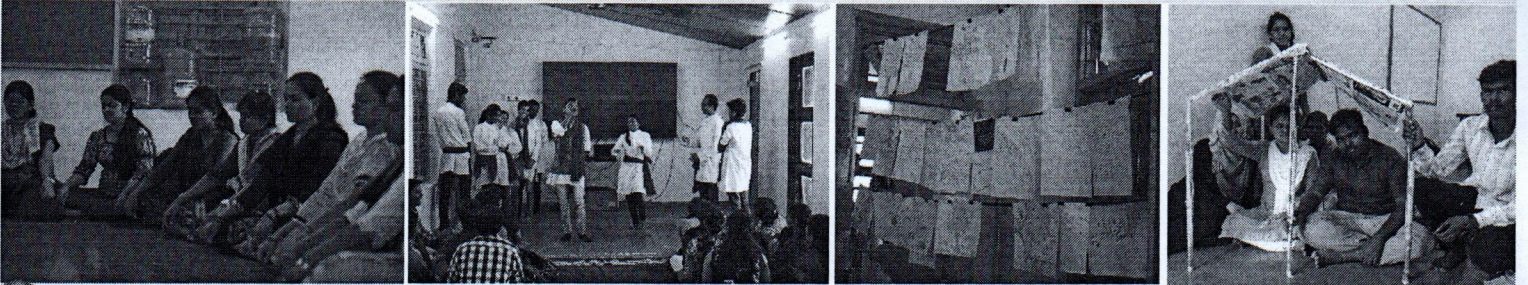
Physical space

A safe, open, well-lit and well-equipped center with clear focus on fostering self-image in youth



Foundation course

Improving self-image and career focus through creative activities (music, reflection, theatre, technology, etc)



Counselling and choice of skill

Ecosystem of skilling partners ensures that students pursue a career that fits their abilities and aspirations

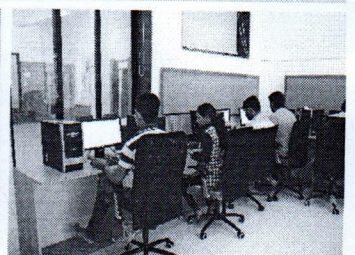
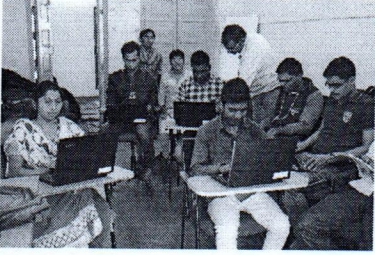


Each Lighthouse center in Pune offers 30+ courses in partnership with 20 skilling partners



Technology integration

Technology integration engages the students and brings professionalism to the program



Target beneficiaries

- Any youth from underprivileged communities between the ages of 18 to 30.
- 800 youth will be enrolled per year.
- At least 60% of the trained youth to be assisted for relevant careers or entrepreneurship.

Budget

The indicative costs for each Khushi center are as follows:

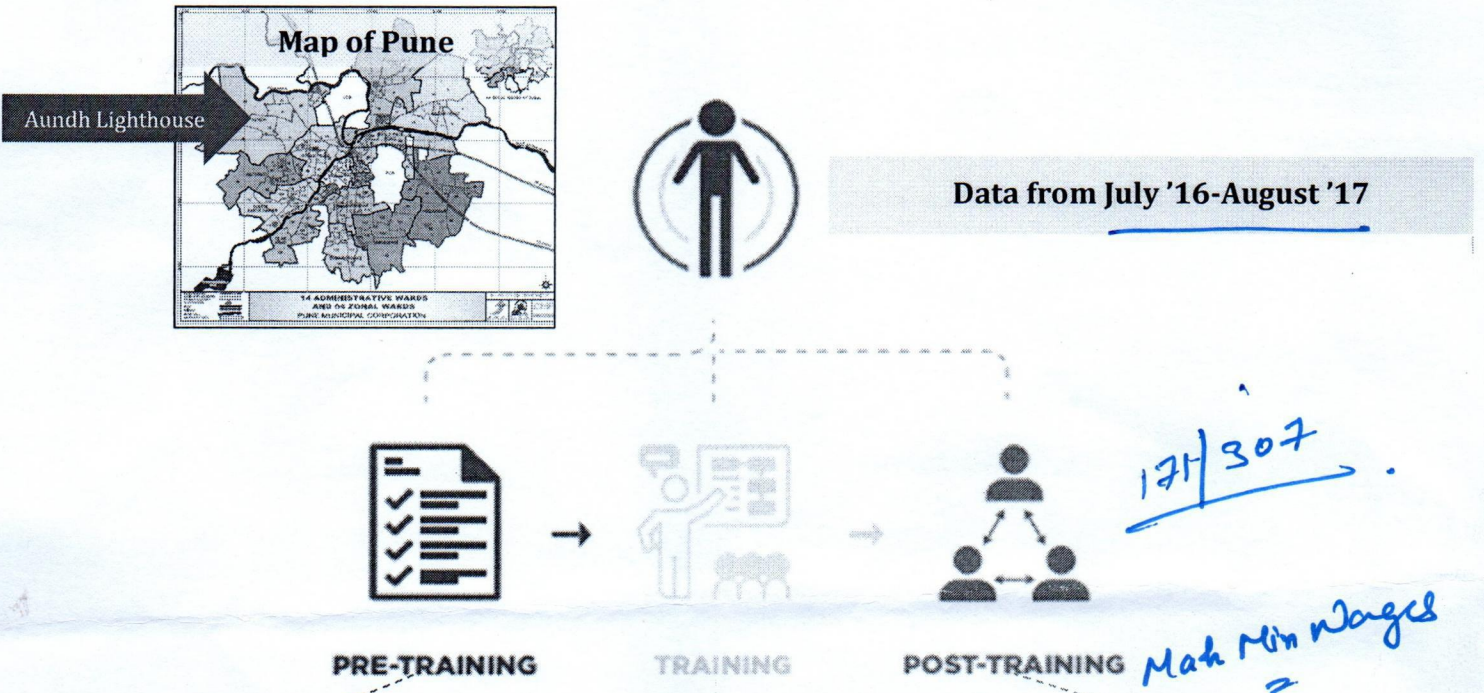
	Description of Work	Total Amount
Capital Expenditure - Location and Setup	Location, Renovation, Refurbishment and Technology purchases	50 Lakhs
Operational Expenditure	Foundation Course, Counselling, Skilling, Administrative Costs and Salaries	85 lakhs per annum

Method of operation

- The municipal corporation of the city to provide the physical space (location) and capital expenditure required for setting up a livelihood centre
- NES will assist the Corporation to raise CSR funds from corporates in the city and state to provide the operational expenditure of running the centre.



Illustration: Performance of the first Lighthouse in Pune (Aundh Lighthouse)



No. of students completed the foundation course: 756

Key statistics:

Every Youth is a story of change
Building of confidence and change of self-image for ALL youth

Women empowerment
~65% of enrolments are women

Deep ties to community
~80% enrolments through walk-ins/referrals

Number of students who have completed/ enrolled into skilling: 428 (and growing)

Of these, no. of students completed skilling: 307

Key statistics:

56% Placement for first year of program

171 students placed including job placements and entrepreneurship

Rich ecosystem of skilling
20+ courses offered in partnership with 15 skilling agencies

Number of students placed: 171 (56% of the 307 students who have completed skilling)

Average monthly salary: INR 8300
~10% pursuing entrepreneurship

30+ recruiters from diverse sectors:

