

The Lighthouses of Pune

Enabling Sustainable Livelihood for Youth



A PROJECT BY PUNE MUNICIPAL CORPORATION & PUNE CITY CONNECT



About Pune City Connect

Pune City Connect (PCC) is a Section 8 non-profit company. It is an industry led platform and aims to leverage the individual efforts and innovative spirit of Pune's corporates, citizens and local government to catalyze the transformation of the city into the most livable city in India.

Industry holds tremendous potential to help implement this vision through its Corporate Social Responsibility (CSR) initiatives. In order to harness this potential, PCC aims to be the common platform through which the industry's CSR efforts with respect to education, cleanliness, digital literacy and enabling livelihoods can be streamlined so as to maximize impact. Corporates present in Pune are noticeably active in some of these CSR areas in their individual capacities. Synergizing these efforts, cross-learning through best practices and co-planning activities can lead to greater and sustained impact.

PCC has a 5-year MoU with the PMC with effect from 9th Nov 2015, wherein PCC has a mandate to take up projects/ initiatives through CSR as per PMC's requirements.

Currently Pune City Connect (PCC) is running 4 tracks, viz. Quality Education, Cleanliness, Digital Literacy and Sustainable Livelihood.

Livelihood and Skills enhancement - The Social Need

We are aware that India has evolved as a knowledge-based economy due to the abundance of capable, flexible and qualified human capital. However, there is a need to



further develop and empower this human capital to ensure the nation's global competitiveness.

Unfortunately, our country lags behind in imparting skill training as compared to others. Only 10% of the total workforce in the country receive some kind of skill training (2% with formal

training and 8% with informal training). Further, 80% of the entrants into the workforce do not have the opportunity for skill training. Despite the emphasis laid on education and training there is still a shortage of skilled manpower to address the mounting needs and demands of the economy.

Pune City Connect's Sustainable Livelihood track aims at addressing this issue of livelihood generation, by establishing centers known as "Lighthouses". These centers, which will run in partnership with PMC, will provide the underprivileged youth of Pune a chance to explore possibilities for enhancing their skills and pursuing a meaningful career. Eventually each of the 15 wards in Pune will have a Lighthouse.

The Lighthouse – More than just Livelihood

Enrolling at the Lighthouse would be the beginning of an exciting journey for youth. The process will play out in stages, with programs designed to include technology, music and art, which will ensure that the youth enjoy this transformative journey. Read on to know more about what the Lighthouse journey entails.

Bird's eye-view of the Program cycle at the Lighthouse



- RAISEC: Realistic, Investigative, Artistic, Social, Enterprising, Conventional
This acronym refers to the general occupational themes. Each one describes a different group of occupations as well as people who are attracted to them.

FOUNDATION COURSE: Well begun is half done



This age old adage holds true when one embarks on the journey towards charting one's future. Unfortunately, most youth, especially those from underprivileged sections of our society start their search for a suitable livelihood with a confused mind-set. They are usually restrained by their self-

image and steeped in self-doubt. Their aspirations are limited to being able to earn enough to make do from day-to-day.

Hence the Foundation Course at the Lighthouse would be geared towards awakening the youth's inner "Agency". The concept of having 'Agency' within oneself refers to the capacity of an individual to determine his/ her future. Awakening agency, will entail self-exploration, evolution of self-image and seeing new possibilities for oneself. It will also include the development of human capacities and life skills such as reflection, listening skills, empathy, creativity, problem-solving, etc.



COUNSELLING & MARKET EXPLORATION:

The counsellors at the Lighthouse, will help youth discover livelihood options



which will enable the emergence of his/her **full potential**. For example, a boy who loves working around automobiles, may use his innate skills to the optimum, by becoming a car mechanic and perhaps in time could own his own garage! The counsellor

and the boy will essentially look for an overlap between his passion, talent, intelligence, life situation and job opportunities.

If a youth wishes, he/she can choose to work under a volunteer as an apprentice in a vocation of his/her choice to explore whether it is something he/she wishes to pursue further. If not, the youth is free to explore other opportunities. The Lighthouse will be an accepting, non-judgmental space for each individual to be able to find themselves and work their way towards achieving full potential.

SKILLS TRAINING: Skilling/ Entrepreneurial/ Academic Programs:



Once the youth has decided on his /her preferred vocation, the next step would be to acquire the necessary skills or even opt for higher studies. There will be an array of courses ranging from home-chef and nursing to IT-enabled skilling and other employability enhancement programs. In addition,

there will be a *Skills University* and several of the programs offered there will offer a certificate or a Bachelor of Vocation (B.Voc.) degree on successfully completing the course. In certain cases, the courses may be offered through online mechanisms, where technology will be used to enhance the user experience.

Culture of Learning:

The entire program is structured such that the participants have a feeling of space, freedom and creativity within which they can discover their strengths and interests



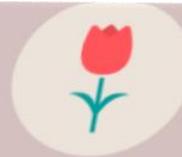
strengths based



self learning



action project



self discovery



community

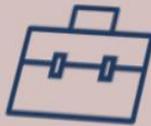
Culture of Learning



mastering a skill



self organized



customer orientation



life long learner



element of surprise

INTERNSHIP & PLACEMENTS:

Employment / Entrepreneurship / Pursuit of Higher education:

The youth will receive placement assistance, and/or be provided assistance with placement in B.Voc. programs, at partner Universities. Even after youth who graduate from the Lighthouse get a job, or start their own enterprise or move on to higher education, they will still be welcomed back to the Lighthouse for reinforcement learning, or for acquiring a new skill by taking up fresh modules.

The idea is to deeply instill a life-long learner mind-set:

LEARNER CENTERED PEDAGOGY

-to promote life long learner mindset

1

Lead Facilitator
& Coach
Enabler, Challenger,
Guide

2

Self directed
learning
Using Technology

3

Learning from
and with peers
Team based
projects,
challenges

4

Mastering a
skill
Rigor, Focus,
Practise

5

Experiential
learning
Application of skills
and concepts,
reflection,
action

The youth can also register their services in the Skills Market Place, an online portal that will connect service providers with those who need these services.

Skills Market Place

Online portal for market linkages

Connecting skilled workforce to prospective buyers

The Skills Marketplace is a portal where all those who would like to market their particular skills, can do so. For instance, the plumbers, carpenters, cooks and other skilled personnel in the city can get connected to those who would like to avail their services.

A Glimpse into the 'ISR' Kiosk

Individual Social Responsibility

Involvement of Volunteers

The ISR Kiosk is a stand-alone computer screen, which displays the 'citizen engagement portal'. Being a portal, it is accessible from anywhere, but it occupies pride of place in the Lighthouse. This is because the Lighthouse is a place where volunteers, slum-community youth, government, social workers, etc. can all get together to make social transformation happen. Thus, volunteers across the city can get connected as per their interest.



Long-term Impact of the Lighthouse program

Fostering a culture of
“one-ness” in society
leading to overall
social transformation

Economic growth
triggered by skilled
and empowered
youth entering the
job market

Development of
communities that take
responsibility for
individual & collective
goals, through the
emergence of youth
leadership





Goals for 2016 – 18

- Open 5 Lighthouse centres across Pune by March 2017. All 15 wards in Pune will have a Lighthouse by March 2018
- Each Lighthouse will cater to 3-4 slum communities
- Annual enrolment of 1000 youth per Lighthouse by March 2018
- Develop Citizen Engagement portal & create city-wide volunteering campaigns by March 2017
- Develop Skills Market Place portal by March 2017

**A great future awaits the youth of our city!!
Let us join hands and work together
towards this transformation.**

For more details, contact the Pune City Connect Team: +91 9766336379