

Summary Proposal Template:

Project title: Oorja (Which means energy)

Organization name: Soch for Social Change

Number of beneficiaries: 300

Duration: one year

Communities: Young women from Government Degree Colleges

Location: From districts of Telangana

SDG: (*Sustainable Development Goal 8*) – *Decent work and Economic growth*

Female participation in labour force in India has remained lower than male participation as females account for most of the unpaid work. Further, the Labour Force Participation Rate (LFPR) among urban females has been significantly low at 20.4% in the year 2017-2018. Females also face significant wage differentials vis-a-vis their male counterparts. Given the work force participation of females in India, Project Oorja aims to play a critical role by aligning itself with Sustainable Development Goal (SDG) 8.

The study conducted by the Mc Kinsey Global Institute (2015) shows that if India increases its female labour force participation rate by 10 percentage points by 2025, its GDP could rise by as much as 16 percent as compared to the business-as-usual scenario.

Patriarchal norms and the dichotomy of gender roles have relegated women to the domestic sphere, leaving them culturally marginalized. Their plight is characterized by low skills, invisibility in the workforce, denial of rights, and lack of access to information on bodily health, rights, protection from violence, etc.

Through the project, SoCh believes it will be able to provide critical knowledge, information and tools that can enable and empower young women to be job and future-ready.

This empowered young woman will then take charge of not only her future but will continue to positively affect the lives of those around her, initiating a wave of change in the community. Increasing the labour force participation of women is a powerful tool not only to empower women, but also to steer economic growth itself. Through Project Oorja, SoCh seeks to empower young women with knowledge and skills to help them realize their potential, become future-ready, and transform into changemakers and leaders of tomorrow.

Area of work: (*Focus Area*): SoCh strongly believes that when young women discover their Oorja, the invigorating energy within them, they become unstoppable. SoCh works with young women and equips them with knowledge to be future changemakers. There are two main programs for young women:

- 1) Oorja and
- 2) SILT Bootcamp

Oorja provides young women with the right tools of empowerment, life skills, critical knowledge and career guidance. The young woman is equipped with this information to emancipate the socio-cultural constraints.

SILT Bootcamp is designed for young women who are passionate about the development sector and would like to discover their place within it. SILT Bootcamp is a six-month fellowship programme and helps them understand the real-world problems and how they can be changemakers in the development sector.

SoCh believes that bringing in more women into the development sector is necessary to achieve the SDGs.

Rationale: (Problem statement/ Context)

Women constitute 48% of the Indian population but have not equally benefitted from India's rapid economic growth. The data collected from National Sample Survey Organization and Census shows that nearly 20 million women quit work between 2004-05 to 2011-12. The labour workforce participation declined to 31% in 2012. This decline in workforce participation was higher in rural areas when compared to urban areas.

The study conducted by the World Bank shows that the reason for decline in the women workforce participation is due to the predictable social norms such as marriage, motherhood, patriarchy, and gender biases. In rural areas, the decline the workforce participation of women was due to improved stability income of the male members which disincentivized the women to join the workforce.

We at SoCh strongly believe that when given the right tools of empowerment, life skills, critical knowledge and career guidance, a woman can emancipate herself from their socio-cultural constraints by realizing her potential and exercising self-efficacy.

Objective: To empower 300 young women by providing critical knowledge and making them job-ready for the future job markets.

Critical knowledge includes: Physical and mental health, Sexual and reproductive health, violence, and rights

Future readiness includes: Building good resume, presentation skills, and career mapping.

Description/ Summary/ Working Model: (Only descriptive, No tables/ smart art/ images)

Curriculum: The Oorja module covers the following topics:

1. Understanding self: Menstrual health and hygiene, Sexual reproductive health, marriage and family planning, mental health, Gender, Violence
2. Future readiness: Effective communication skills, Problem solving, Decision making, Resume and interview, presentations, public speaking, and leadership

Model: SoCh for Social Change will conduct meetings to set up with partners to sign a MoU to provide access to young women in colleges. SoCh will also collaborate and seek permission from state government to gain access to government degree colleges for smooth execution of the programme.

SoCh will hire trainers and train them on the content and pedagogy. They will deliver the program content and the sessions on an online platform. Oorja online module consists of 12 sessions followed with community action. The community action includes reaching out to younger women/girls on importance of career planning, managing health and hygiene, and so on. Their sessions will be monitored by the project officer and project manager.

Pre and post test will be conducted to understand the increase in knowledge levels among the young women and change in attitudes and perceptions. The testimonies of the participants will be recorded to understand the impact of the program.

Expected Outcomes:

The expected outcomes of the project are:

- The knowledge levels of the participants towards health, safety, rights and future readiness will increase by 30% when compared to pre-test
- 80% of the young women will be able to make decisions related to their careers/higher education
- Enhanced capabilities of the young woman to be job-ready

Budget: The budget for the program is **Rs. 6,52,000**. The break up is as follows:

Description	Unit cost	Total cost
Human resources		536,000
Salary of Project Director	Rs. 75000 X 12 months X 10%	90,000
Salary for Project manager	Rs. 60000 X 12months X 50%	216,000
Salary for Project officer	Rs. 30000 X12 months X 100%	180,000
Salary for trainers	Rs. 10000 X 5months X 100%	50,000
Program cost		
Purchase of online accounts	Rs. 3000 X 6 months	18,000
Local Travel	Rs. 40000	40,000
Monitoring and Evaluation		62,000
Printing of IA sheets	Rs. 20 X 600 questionnaires	12,000
Data entry		25,000
Data analysis and report writing		25,000
Administrative cost	7% of the total cost	42,000
Communications cost	Rs. 500 X 12months X 2 staff	12,000
Total cost		692,000

What is Offered: *(What are we offering, Ex: Execution, Human Resources, Knowledge, etc.)*

SoCh's Oorja module has been conducted with 550 marginalized young women and has shown positive outcomes. SoCh is offering a curriculum that has been developed in-house. SoCh will mobilize the young women for the program by coordinating with the government departments.

What is Requested: *(What are we requesting donors, Ex: Funds, Laptops, Smart phones, etc.)*

We request the donor to support SoCh by providing funds to execute the program. The funds will be utilized for hiring trainers to train the young women, purchasing online accounts, and following up with the women.