

# PROJECT PROPOSAL

ON

**Economic Empowerment of Women through  
Technical Training**

**COMMUNITY OUTREACH PROGRAMME  
(COPE)**



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**PROJECT TITLE:** Economic Empowerment of Women through Technical & Vocational Trainings

**PROJECT DURATION:** The Proposed Project duration will be initially for **six (6)** months.

**TARGET AREA:** Union Council Mayar and Toru, District Mardan

**PROJECT DESCRIPTION:**

Union council Mayar and Toru have a population of more than 75,000. Majority of the people are laborers, and average household earns around 8,000 rupees for a family of 5-6 people (less than \$1 per person per day). Most people are in debt to moneylenders or shopkeepers, and have accrued debts equal to many months worth of salary which they cannot possibly repay on their subsistence incomes. Literacy rate of this area is low (primary school attendance is around 30%), and health and sanitation are generally poor. The target population is deprived completely from high quality of education and Skill development Institutions. Poor tenant Women and Girls are the Basic Target Group of the Organization and for their Welfare and Development, Education & self income generating activities is the main focus of **COPE** Plan and need of today. For this purpose **two (2)** Skill Development Centers for Rural Women is being proposed to be established in the remote rural areas of District Mardan i.e. Union Council Mayar and Toru surrounded by different villages. The total populations of these two Union Councils are about approx. 75,000 including 52% of Women. People of rural areas are as needful as the people of cities and there is a great need of establishment “**Skill Development Center**” for Women in these areas. This will definitely generate the income sources for over all female population specially as to able them to participate in National Progress & earn their living for better life.

**NEED OF THE PROJECT IN THE AREA:**

Due to aging customs & tradition/ religious taboos, feudalism & male dominating society, ignorance and illiteracy are the major problems that can be handed if there is social change in the community. They need to have self income generation resources other than the routine source of income (Agriculture) which is not sufficient for the requirement of daily life. Keeping in view the gravity of the solution, establishment of “**SKILL DEVELOPMENT CENTRE FOR RURAL WOMEN**” aiming to address above mentioned problems / issues is important and urgent so that the target beneficiaries’ especially rural tenant women must have Vocational Skill for their own source of income at their home.

## **PROJECT GOALS:**

To provide skill development and income-generating programs in the proposed union councils, so they become the proactive, autonomous and democratic citizen of the country.

## **Objectives of the Project preferably in quantitative terms:**

The overarching objective of this project is to improve the quality of life of Women through providing basic technical training & Economical Trading.

The specific objectives are following:

- Poverty Alleviation and decrease in ratio of un-employment.
- Provision of strong source of income to women overall especially needful / deserving / poor women / widows / girls at their door step.
- To strength & Train hard worker women / girls through advance vocational training / techniques to make them self dependent.
- Establishment of Advanced Technical Training Center for Women.
- To build up the capacity of Women for empowering them both socially as well as economically.
- To provide basic training facilities i.e. Domestic Tailoring, Hand Embroidery, Machine Embroidery, Beauty Parlor, Interior Decoration, Fashion Designing, Cloth Painting etc.
- To promote socio-cultural facilities.

The project is related with the Poverty Alleviation sub sector.

## **Project benefits and Analyses**

It is expected that 30-40 % increase in income is likely to result because of project interventions.

### **a) Financial:**

Exact financial benefits and analysis will be done through impact evaluation.

### **b) Economic:**

The poor, economic liability would be transformed into economic assets. It can safely be assumed that the program shall enable at least 1500 women/ girls (one per household) to be employed/ self employed. Thus 1500 households i.e. 10,200 women/ girls should enter the main stream of the economic activity. (Average family size=6-7)

**c) Social:**

The project will create a strong social and economic capital of organized communities. This will not only have implications for stronger service delivery but will also lead to comprehensive community organizations, which are essential for the development of a just and equitable society. It is expected that 25,000 female would be uplifted socially. Direct employment or self employment of female will result due to interventions relating to establishment and strengthening of existing skilled businesses of producers through skills enhancement, product quality development and higher prices as a result of linkages with markets in big cities.

**d) Environment:**

The project does not have any adverse effect on the environment. It will make the beneficiaries environment friendly.

**PROJECT IMPLEMENTATION**

The project technical staff will steer and manage the project together with the community.

**Project activities**

The following activities will be carried out for the achievement of the above mentioned objectives.

**Opening of Skill Development Centre:**

Two vocational trainings centers will be established with a new setup in Union Council Mayar and Toru district Mardan, Khyber Pakhtunkhwa.

**Hiring of staff:**

Community Outreach Programme (COPE) will be responsible for hiring qualified trainers/ teachers and other staff for these vocational training centers.

**Mobilization**

This will include data collection and development of a database. The Identified shall be informed of the training and training shall be carried out by technical personnel.

### **Provision of Learning, Teaching and other Material:**

The methodology will be focused both on theoretical knowledge and practical learning. The active learning material will help to clarify the concepts of target group by providing them hands-on experience. COPE will provide consumable and non consumable stuff material to these Skill Development Centers.

### **Technical Assistance**

COPE on a regular basis will provide technical assistance to these centers. The primary motive behind this is to ensure that target beneficiaries and technical staff of will be encouraged.

### **Community Involvement**

Community involvement is a process in which community participation is used to improve major decisions during the planning, development and operational stages of a project. A good community involvement program contributes to the best possible development and operating decisions. Female Support Committee would be formed in the catchment areas that will support the program and cooperate with the implementation organization i.e. Community Outreach Programme (COPE).

### **Training**

Experienced trainer will be the facilitator who shall deliver quality skills to the target group. This shall be conducted on face-to-face basis. This training shall be built-up for all the trainees.

### **Monitoring and Evaluation**

The project team together with the local communities will monitor the project activities. The result should be measurable on the context of attitude, practice and knowledge of the community. The indicator should measure clearly the impact of the project in the community.

## **PROJECT MANAGEMENT STRUCTURE**

The project will require a separate Project Management and Training Team to be established under COPE. For better management of the project, the whole team of COPE will develop a system, which would be practical, transparent and effective. For this purpose COPE will make work break down structure which will base on three committees i.e. Project Committee, Audit Committee and progress Committee. These three committees have their own role and responsibilities and working under the umbrella body of COPE for successful implementation of this project in the target communities.

### **Project Committee**

This committee will be comprised of a team who will be accountable to control the quality of project and will ensure to complete the project activities.

### **Audit committee**

The audit committee will audit each activity and will make the audit report of the project.

### **Progress committee**

This committee will prepare the progress report on monthly basis.

## **EXPECTED OUTCOMES:**

The initiative aims to empower female beneficiary through acquiring a skill to make them economically independent by acquiring vocational training through dynamic vocational training services.

- Greater Earnings Potential.
- Greater Access to Resources.
- Increase economic growth of the area.
- Improve community social structure.
- Positive change in female's social life.
- Enhanced community involvement in development.
- Increased employability and reduce poverty and unemployment.

## **TARGET GROUP AND BENEFICIARIES:**

1500 Poor tenant women/ widows and girls  
10,200 House hold (Average family size=6-7)

## Budget and Financing

### Estimated Costs of Skill Development Training Centers

| Sr.#         | Items                       | Rate Rs. | Qty/ No | Amount /PKR      | Amount/US \$  |
|--------------|-----------------------------|----------|---------|------------------|---------------|
| 1            | Sewing Machines             | 5,625    | 150     | 843,750          | 8,687         |
| 2            | Zig Zag Embroidery Machines | 15,000   | 50      | 750,000          | 7,722         |
| 3            | Knitting Machines           | 55,950   | 4       | 223,800          | 2,304         |
| 4            | Scissor                     | 400      | 30      | 12,000           | 124           |
| 5            | Furniture for Center        | 20,000   | 2       | 40,000           | 412           |
| 6            | Building Rent (6 months)    | 90,000   | 2       | 180,000          | 1,853         |
| <b>Total</b> |                             |          |         | <b>2,049,550</b> | <b>21,103</b> |

### Recurring Cost of the Project

| Sr.#         | Items                          | Rate Rs. | Center | Amount/PKR     | Amount/US \$ |
|--------------|--------------------------------|----------|--------|----------------|--------------|
| 1            | Pick and Drop with POL         | 60,000   | 2      | 120,000        | 1,236        |
| 2            | Decoration                     | 70,000   | 2      | 140,000        | 1,441        |
| 3            | Publicity                      | 80,000   | 2      | 160,000        | 1,647        |
| 4            | Scholarship per Student        | 2,500    | 2      | 5,000          | 51           |
| 5            | Utility Bills                  | 25,000   | 2      | 50,000         | 515          |
| 6            | Refreshment Charges Per Center | 20,000   | 2      | 40,000         | 412          |
| 7            | Stuff (Material)               | 65,000   | 2      | 130,000        | 1,339        |
| <b>Total</b> |                                |          |        | <b>645,000</b> | <b>6,641</b> |

## Community Outreach Programme (COPE) Sharing 20 %

| Sr.#                                | Designation         | Salary/ Month | Qty/ No | Months | Amount/PKR     | Amount/US \$ |
|-------------------------------------|---------------------|---------------|---------|--------|----------------|--------------|
| 1                                   | Project Manager     | 20,000        | 1       | 6      | 120,000        | 1,236        |
| 2                                   | Finance Officer     | 15,000        | 1       | 6      | 90,000         | 927          |
| 3                                   | Vocational Teachers | 10,000        | 2       | 6      | 120,000        | 1,236        |
| 4                                   | Beautician Expert   | 10,000        | 2       | 6      | 120,000        | 1,236        |
| 5                                   | Peon                | 6,000         | 2       | 6      | 72,000         | 741          |
| 6                                   | Watchman            | 6,000         | 2       | 6      | 72,000         | 741          |
| <b>Total COPE Contribution 20 %</b> |                     |               |         |        | <b>594,000</b> | <b>6,116</b> |

| Project Cost                   | PKR.                           | US \$           |
|--------------------------------|--------------------------------|-----------------|
| <b>Total Project Cost:</b>     | <b>3,288,550/-</b>             | <b>33,860/-</b> |
| <b>COPE Contribution 20 %:</b> | <b>594,000/-</b>               | <b>6,116/-</b>  |
| <b>Amount Requested:</b>       | <b>2,694,550/-</b>             | <b>27,744/-</b> |
| <b>Exchange Rate used:</b>     | <b>US \$ (Pak Rs. 97.1231)</b> |                 |