

ASSET

(Achieving Sustainable Social Equality through Technology)

A Social Venture for alternate livelihood generation

Chennai

Tuesday, September 05, 2006

Content

- **Survey with Sex Workers**
- **ASSET: Concept and Impact**
- **Growth plans**
- **Social Value creation**
- **Next Steps**



Initial survey conducted by *Prakriti* and *Nita Umashankar* with *Sex Workers in Chennai*

Insights from survey conducted with about 15 Sex Workers and 22 Children of Sex workers in Chennai

Sex Workers

- **Worried about Children:** They were very conscious that their children not know of their profession. All of them shared the sentiment that they will not allow their children to take up a similar way of life
- **Looking forward to Education:** There was a clear eagerness to educate their children to the maximum possible extent, within their monetary constraints
- **Employment from Education:** On being asked what they expected from the education their children were being provided with, they all uniformly wanted the prime motive to be making their children employable

Children of Sex Workers (CSW)

- **High Motivation Level:** The motivations levels, especially of the younger children (age group 10-14) are very high. All the children, in general, seem to be open minded.
- **Basic of computers:** They possess a very basic idea about computers and its uses. Some of them have played games on computers.
- **Exposure to work:** Majority of the children who attended the meeting (age group 14 and above) are girls. It is presumed that most boys in that age group have started working.
- **Greater influence on girls:** The few boys present seemed more positive and open-minded compared to the girls. It looks like the girls have had a greater influence from their mothers

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ASSET: The Concept

Vision, Mission and Strategic Objectives

Vision

“To generate alternate livelihood generation for sex workers through technology and education”

Mission

“To reduce the dependency of sex workers on their profession by providing opportunities of alternate livelihood generation for Children of Sex Workers (CSW) by facilitating skill enhancement using technology and education”

Strategic Objectives

Program Management

To conceive and manage technology driven skill-enhancement programs in partnership with grass-root healthcare NGOs working in HIV/AIDS reduction area in order to facilitate alternate livelihood generation for Children of Sex Workers (CSW) in a scalable and sustainable manner

Public-Private Partnership

To facilitate alliance between public and private organizations which will strengthen the ecosystem of alternate livelihood generation cycle for Children of Sex Workers

Network Management

To form a worldwide network of entities and individuals for improving the livelihood of Children of Sex workers in India to enable them to venture into alternate professions and thereby reducing the transmission of HIV/AIDS

ASSET: The Idea

Technology and partnership driven ecosystem of alternate livelihood generation for CSWs

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Access to Children
of Sex Workers
(CSW)

Infrastructure for
computer-based
training

Volunteer
Management

Teaching resource
(HW, SW)

Access to
employment
opportunities

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- Children in age group of 14-18 will be selected by *Prakriti* (Chennai based NGO working with Sex workers)
- The first batch will comprise of about 20 students

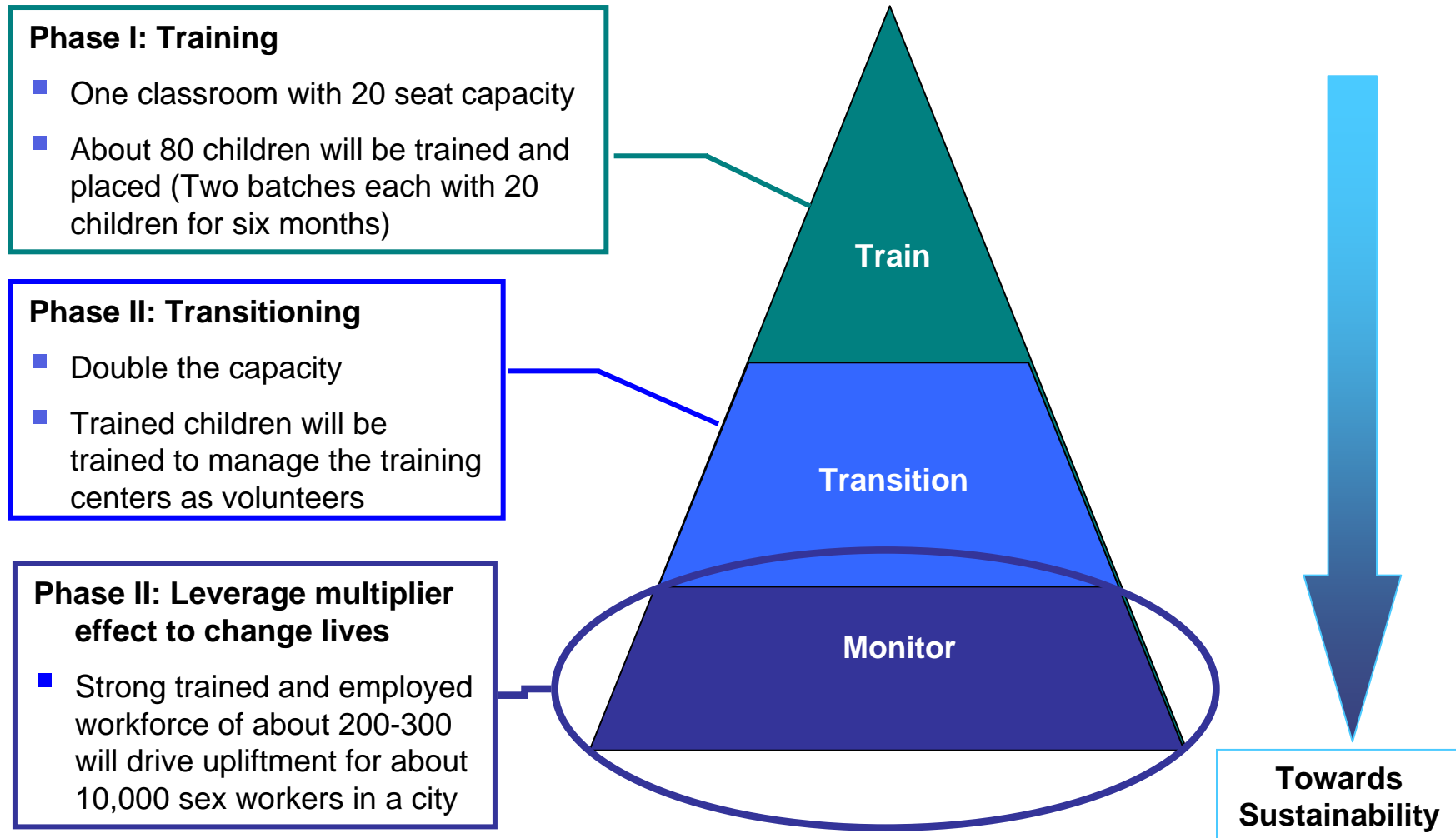
- Fund for setting up a classroom will be generate by ASSET India foundation through donations
- A hired Program coordinator will look after administration and general mgmt.

- Hardware and Software (CBFL) are being donated by TCS
- Volunteers will be provided by I-Volunteer and local colleges like IIT Madras NSS group

- Employment opportunities will be facilitated by Ma-Foi (A Chennai based reputed placement firm)
- Each trained individual will contribute to the initiative as “volunteer”

ASSET: The Impact

Multiplier effect and strong partnership will drive the development like an epidemic



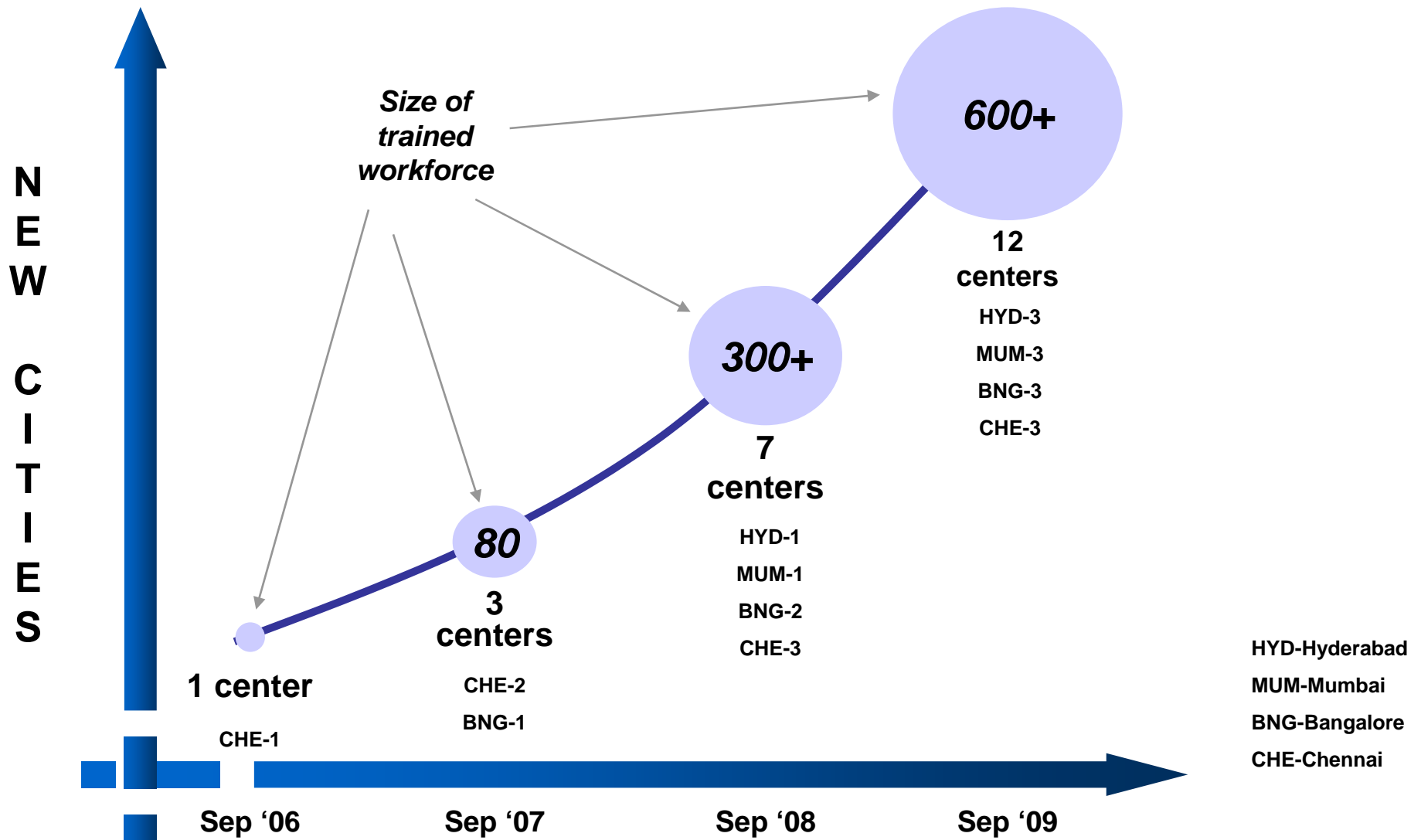
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ASSET: Growth plan

Two dimensional expansion and multiplier effect will drive growth of the initiative



ASSET: Strengths and Challenges

Keep track of risks and develop mitigation strategies

Key Challenges

Sustaining interest levels in students

Developing ownership in local communities

Building an Eco-system of development

Using the multiplier effect of “train the trainer” model

Monitoring the initiative at higher scale



Strengths

Student friendly approach and activity based learning

Decade long experience of grass-root NGOs

Strong partnership with local HR firms and exposure to career opportunities

Motivating the students for community service and strong relationship with local community

“For profit” approach to the “non-profit” venture will ensure effective monitoring of the initiative

ASSET: Monitoring the Initiative

Effective monitoring of processes and outcomes is a must

Focus Areas

Key focus areas during the training –

- **Technical skills:** Basic IT literacy, with emphasis on DTP utilities, opening up a large base of employment options.
- **Aspirations:** To expose them to the various ways and means of furthering their aspirations by honing their skills.
- **Soft-skills** To empower them with soft skills essential for employment including work ethics, moral values, and team spirit.
- **English:** To improve basic communicative English, both written and spoken.

Evaluation

Probable Evidences of Progress –

- Regularity of attendance
- Motivation levels of students
- Interest level shown in classes
- Improvement in academic performance in their respective schools
- Response timings for multimedia exercises
- Teacher feedback
- Parents feedback
- Regular test designed for employment

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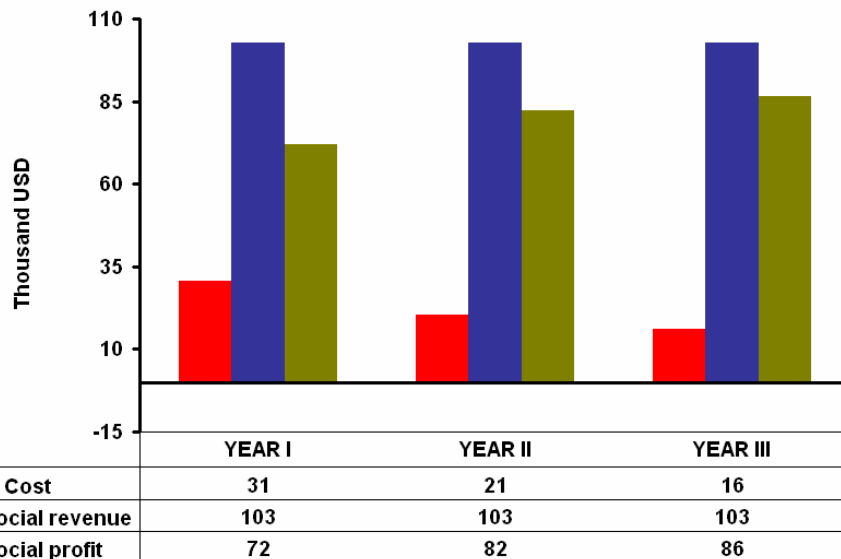
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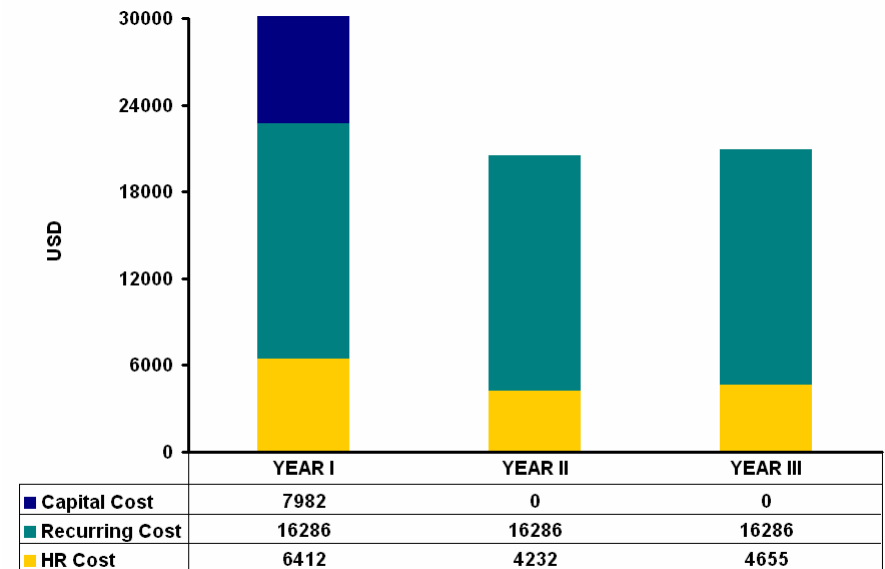
ASSET: Cost and “Equivalent Social Revenue” for one center

The venture will socially break-even within the first year of execution

Summary of Social Value Created



Summary of Costs



Note:

Equivalent Social Profit = Equivalent Social Revenue - Total Annual Cost

Equivalent Social revenue is defined as the total salary of the employed individuals trained through the venture (Minimum monthly salary is assumed at INR 5000 per person and total number of person trained in a center at one city is 80 per year)

Total Annual Cost includes the capital cost, HR cost and the recurring cost associated with the venture

ASSET: Details of Cost break-up

The venture will socially break-even within the first year of execution

COST BUDGET for three years					VALUE GENERATED in three years				
		YEAR I	YEAR II	YEAR III	Number of people trained	80	80	80	
(1) HR Cost		300,000	198,000	217,800	Total equivalent salary generated (Calculated in terms of minimum salary of employees)	Rs. 5000 *12 months (salary)	4,800,000	4,800,000	4,800,000
Program Coordinator (Monthly salary=INR 15,000)	1 x 15000 x 12(month)	180,000	198,000	217,800	Total number of potential volunteers created (25% will become volunteer)		20	20	20
Trainer (Hired for INR 10,000 per month)	1 x 10000 x 12	120,000			TOTAL ANNUAL VALUE GENERATED		4,800,000	4,800,000	4,800,000
(2)Capital Cost		373,500	-	-	Grand Total in U.S. Dollars @Rs. 46.79 per dollar		\$102,586	\$102,586	\$102,586
Electricals Installation including AC and generator		20,000							
Electrical equipments		223,000							
10 fans	1250 x 10	111,500							
Tubelights etc.	450 x10	4,500							
1 2 ton A/C	32000 x1	32,000							
Back up generator	1 x 75000	75,000							
Furniture and Fixtures		79,000							
25 Chairs	1500 x 25	37,500							
60 (running length) table 525/sqft for trainees		31,500							
Any others		10,000							
Communication Cost		31,500							
Telephone - 1		7,500							
Internet connection for 20 computers		18,000							
Fax machine - 1		6,000							
Other equipments		20,000							
Scanner - 1	5000 x1	5,000							
Printer -2	7500 x2	15,000							
(3) Recurring Cost		762,000	540,000	540,000					
Electricity		120,000							
Computer @Rs 5/units approx 600 units/month	3000 x 12	36,000	36,000	36,000					
For 1 A/C unit 5 units/hr@Rs 5 for 25 daysx4hrs	2500 x 12	30,000	30,000	30,000					
For lights , fans etc	4250 x 12	54,000	54,000	54,000					
Rent and Utilities		102,000							
Training Centre cum Office	7500 x 12	90,000	90,000	90,000					
Other Utilities like stationary	1000 x 12	12,000	12,000	12,000					
Training material	150 x 20 x 12	36,000	36,000	36,000					
Documentation	1000 x 12	12,000	12,000	12,000					
Stationary	3000 x 12	36,000	36,000	36,000					
Stipend to Children	Rs. 30x25daysx40 students x12 month	360,000	360,000	360,000					
Meal(1) for children	Rs. 12x25daysx40 students x12 month	144,000	144,000	144,000					
Admin Cost		123,000	123,000	123,000					
Telephone, fax	3500 x 12	42,000	42,000	42,000					
Attender	3000 x 12	36,000	36,000	36,000					
Staff Travel	500 x 2 x 12	12,000	12,000	12,000					
General Expenses (cleaning, newspapers, magazines etc)	1500 x 12	18,000	18,000	18,000					
Insurance (Annual)		15,000	15,000	15,000					
Total Annual Cost excluding 7% additional contingency		1,435,500	738,000	757,800					
Grand Total in U.S. Dollars @Rs. 46.79 per dollar	1 USD= INR46.79	\$30,680	\$15,773	\$16,196					

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Support so far...

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- **TCS: Tata Literacy's Computer Based Functional Literacy (CBFL) software in Tamil and 20 PC's**
- **EDS: Volunteers and Hardware**
- **TVS: Support from their CSR fund for next year**
- **IIT Madras (NSS group): Support of Volunteers from Dr. Giridhar and Dr. Jhunjhunwala**
- **Tamil Nadu Gates Foundation: Access to network**
- **ICICI: Support for proposed microfinance activities in future**
- **Encore Technologies: Support in terms of Portable Computer (Mobilis)**

Future options of expansion

- Launching the initiative on September 5th, 2006
- Stabilization of Livelihood generation initiative through smooth execution and program design
- Venture into “*Microfinance*” in the sex-worker segment
- Venture into other livelihood generation activities like general workforce training, vocational training etc.
- Venturing into massive volunteering activities through the pool of volunteers trained.

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