

Vocational Excellence Center at Thoraipakkam by

Rotary Club Of Madras East

Making a difference is what the Rotary movement is all about. Throughout the world, Rotary International, through the 1.3 Million Rotarians, is impacting thousands and communities and millions of children and youth and transforming their lives.

Rotary Club Of Madras East (RCME) one of the 2nd largest Rotary Clubs in Chennai, India, with a membership strength of 150 Rotarians, have completed a number of community and vocational service projects over the last 32 years. We are involved in a number of noteworthy projects in the areas of poverty alleviation, skilling up the youth, social upliftment, education and health for the underprivileged strata of society. For these impactful activities, our Club has been recognized by the State, the Rotary District as well as Rotary International.

RCME has been heavily invested in the following three focus areas:

- Vocational Training and Excellence
- Primary education and literacy
- Health and Sanitation

Specifically in providing a platform to the underprivileged youth, Rotary Club of Madras East has been running two centers of vocational center at Bhemannappet Community College where over the past 19 years, we have imparted the following:

- Baking and Confectionery
- Nurses' program
- Lab assistant's course
- Computer hardware maintenance
- Spoken English

As until now over 1100 children have passed out of the College and we have a success rate of 88 % in job placements for them !

There have been a number of stories of how RCME has transformed lives of youngsters and I will share with you one of them We had in our first batch of our

Computer Software course a girl called Kavitha who had dropped out of Corporation school and found her way to the Vocational course on computer software that our Rotary Club had started. Her father then was working as a scavenger with the Chennai Corporation and their family income was around Rs. 2000/month. Kavitha spent 6 months with our software program and topped it. Our industry partner for the course provided her with a placement and today after 10 years she is earning more than Rs. 90,000/month for her family. With these monies she has provided education to her siblings and her family members are independent and pursuing their dreams. This cascading effect of skilling underprivileged sections and providing them the employment has been our focus area at Rotary Club of Madras East. She has today become an evangelist of our program and its our aim to create more Kavithas for all our communities.

Last year, we have setup a Vocational Service Center at Thoraipakkam. The newly minted Vocational Centre at Thoraipakkam, Chennai (behind Grundfos factory on Old Mahabalipuram Road OMR) is one of a kind. It is founded on the principles of placing scarce resources within reach of the needy. Leased to us for 10 years starting 2016, the parties to the lease were drawn to the table by the messianic message of converting a profit making unit to a philanthropic one. The intent is to run courses that have the power to sustain themselves and stay relevant over a reasonably long time. After analyzing the demands data we have serious deficiencies in the following streams:

- Plumbing alongside industry partner Kohler
- Seamstress course alongside industry partner Indian Terrain
- Data processing alongside industry partner FreshWorks
- Best driving practices for Trucks and Buses alongside industry partner Ford Motors

The underlying message is one needs an industry partner to get the most appropriate course content and also better chances at finding a job post the course.

Each discipline is curated to train 150 students over a 1 year period when supplementary courses like Spoken English, Ettiquette and Ethics at the Work Place are going to be taught to get a well rounded individual. A special focus towards **Value Education** is provided to ensure that the candidates not only are skillful but have the sincerity, loyalty with a customer focused work ethic with their employers that seem to

be a rarity in today's youth. This will also ensure that the employers come back to our center again and again to recruit these fully rounded individuals.

Let's take a peek at the cost per month in running the College:

1. Rent	USD 2,500
2. Administrators' Salaries	USD 1,800
3. Electricity charges	USD 400
4 Stipend to students	USD 1500
5 Student's lunch and snacks	USD 1500
6 Sundry materials	USD 350

TOTAL USD 8050.- per month OR USD \$ 96600/year

Besides these are the CAPEX in investing in machinery and equipments, class room furniture, tools and materials, consumables, salaries to teaching staff, conveyance to students and similar which will be borne by us.

We are well experienced in running our various vocational programs. The older Community College at Bheemannapet locality is celebrating its 18th year of existence with extremely satisfying results for all stake holders. The community has benefitted abundantly where we could tool up the children and get them gainful employment.

The new Community College at Thorapakkam locality will mimic the earlier one and will bring the community the much needed practical education. Besides, the effort at trying to mold a responsible citizen is what endears us to the programme so very dearly. Your support at enabling us stay the course will be well warranted and indeed will make a significant contribution. We have many endearing examples of individuals coming out of the community college embracing success and wanting to give back to the community that propped them where they are today. What shall we call that? The reward for our work ? No. The result of giving everyone a chance to become useful to himself. And others.

Some photos of the Vocational Excellence Center





