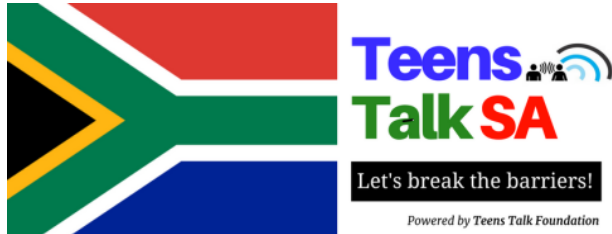


Employment Creation and Skills Development Project Proposal

Empowering 100 women with soft skills in sewing, knitting, tailoring and handmade jewelry designing



Submitted to: **Global Giving**

Submitted by: **Palesa Rakabe**

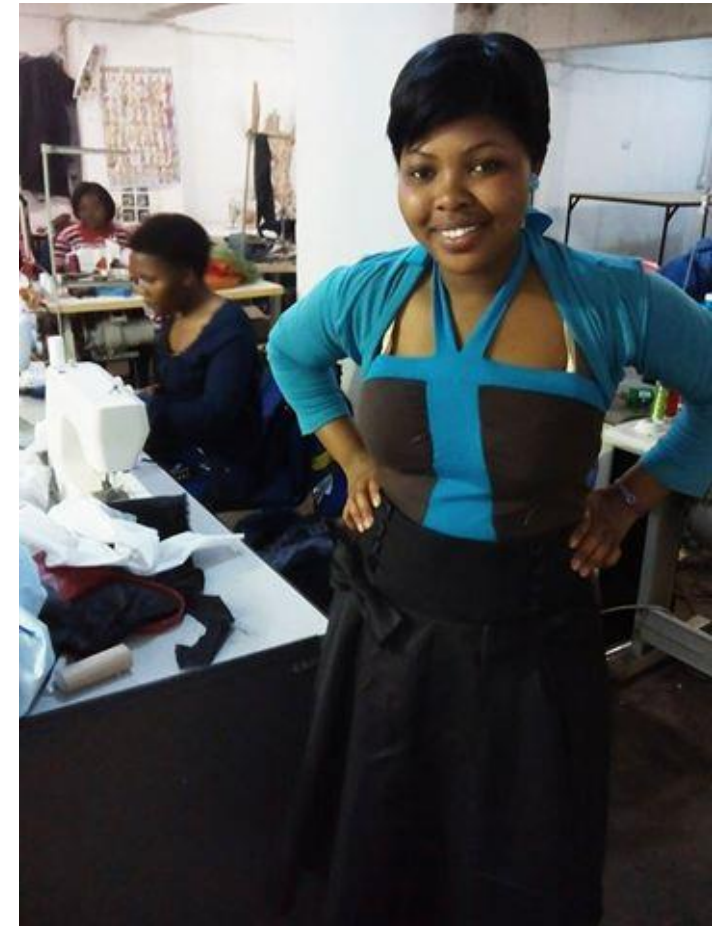
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Executive Summary

Various reliable records demonstrate that: **64% of South African households are run by single mothers** with nearly half of them receiving no financial support and unemployed leaving them in financial stress, **47% of SA pupils drop-out of school** before grade 12, and 1 in 2 young South Africans are unemployed. The **unemployment rate among all 15-24 years olds is 51%**, more than twice the national unemployment rate of 25%. **Gender Based Violence (GBV) is estimated at 35%** of women worldwide with some national studies putting it up to 70%. In the South African Context according to the April 2016 report by Center for the Study of Violence and Reconciliation (CSVR), 77% of women in Limpopo, 51% in Gauteng, 45% in the Western Cape and 36% in KwaZulu-Natal had experienced some form of GBV.

Single mothers and drop-out teen mothers in our community (Orange Farm Township/informal settlement) face the same problems. The area also has higher rates of child and women abuse, HIV prevalence and Substance abuse which further enhance school drop-outs, divorce, unemployment and GBV. Owing to the high incidence of unemployment, school dropouts and GBV in the area, there is a need to develop a program to help women especially single mothers and dropout teen mothers get rid of such problems and are made aware of their rights and are empowered.

The proposed project seeks to usher 100 single moms and school drop-out teen moms and victims of all forms of GBV from extreme poverty through employment creation and skills development in Orange Farm, Gauteng Province, South Africa. This will be a continuous project that only requires startup funding of R..... to cater of machinery and other supplies during the first year.



L – R: Sandile Mantsoe Boyfriend to deceased Karabo Mokoena (Center) and where her body was found burnt in April 2017.

Rationale of the Project

The 'live birth' records report released by statistics SA in 2014 demonstrates that **64% of households are run by single mothers**. A recent study done by the University of Illinois (UI) found that **single mothers earn considerably less than single fathers**. Single mothers are far more likely to live in poverty than single fathers, and they do not catch up over time. Single mothers have the stress of raising children alone accompanied by **financial stress**.

Traditionally women rely on the financial support of their partners, but trends indicate the strong need for women, particularly single mothers, to take more responsibility for their financial situation. "It is estimated that around **half of single mothers receive no financial support**," according to Sylvia Walker, market development manager at Old Mutual and herself a single mother of two. **"This leaves them financially more vulnerable and generally worse off."** As if that is not enough, they have to struggle for gender equity on one hand and for their rights as women on the other.

According to the Beeld 2014 report, "47% of pupils quit school by grade 10," for several socio-economic reasons ranging from teenage pregnancy to lack of money for school fees. For all these 47 (in every 100) without a decent education their prospects of finding a decent job are bleak. A grim picture has been painted for South African school leavers, with statistics showing that one in two young South Africans - and two out of three young African women - are jobless. The unemployment rate among all 15- to 24-year-olds is 51%, more than twice the national unemployment rate of 25%, according to the latest South Africa Survey published by the South African Institute of Race Relations. Thus the need to be equipped with marketable soft skills

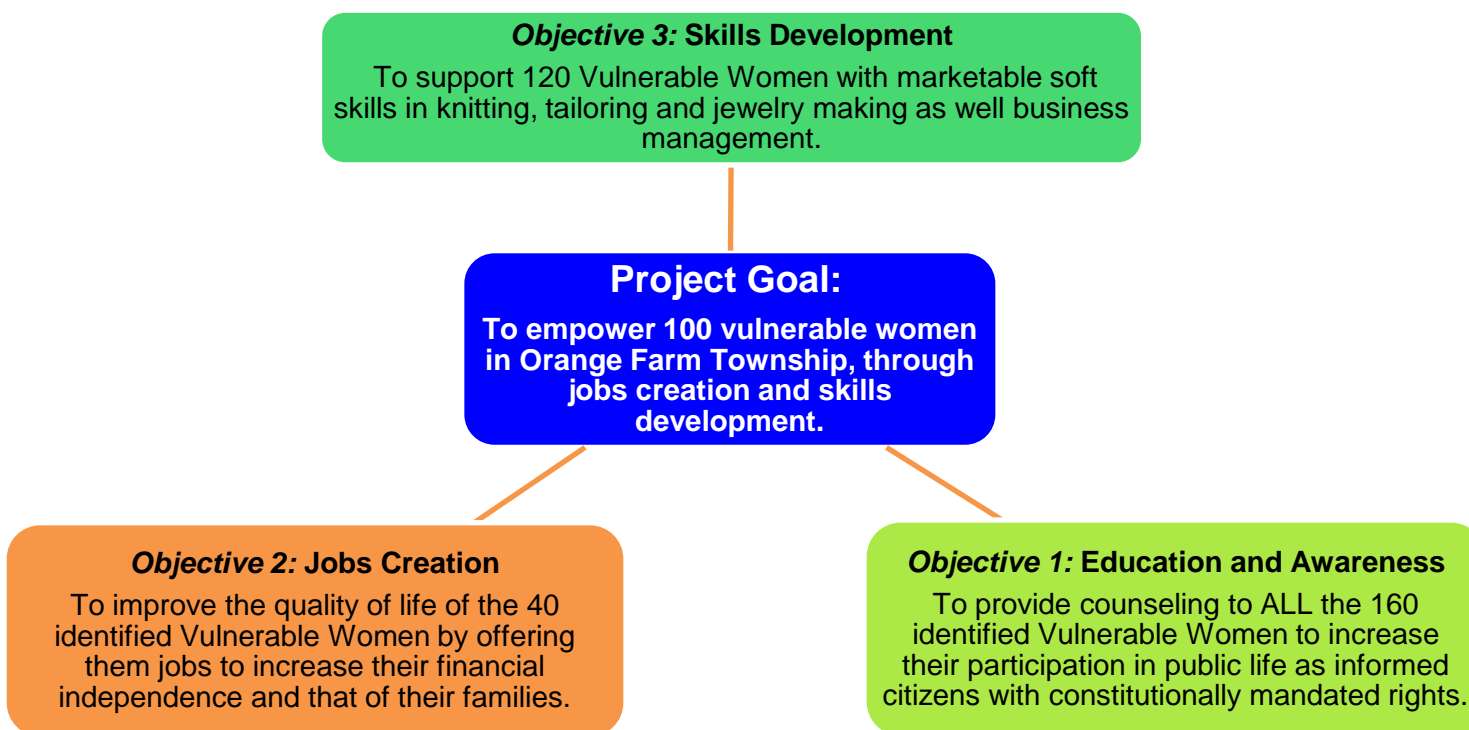
It is estimated that 35% of women worldwide have experienced either physical or sexual abuse. However, some national studies show that up to 70% of women have experienced physical or sexual abuse. In 2012, a study conducted by Gender Links found that 77% of women in Limpopo, 51% in Gauteng, 45% in the Western Cape and 36% in KwaZulu-Natal had experienced some form of GBV. Apart from financial, cultural and social neglect, women also undergo severe psychological and emotional trauma. Their problems are further aggravated by their inaccessibility to proper **economic**, legal and social reforms. The problems faced by women have far reaching consequences in developing countries like South Africa.

Single moms and drop-out teen moms in Orange Farm face similar problems as men in the society tend to control them through use of violence. Owing to the high incidence of GBV in the area, there is a need to develop a program to help women get rid of such problems and are made aware of their rights and are empowered. The proposed project seeks to usher 160 vulnerable women (single mothers, drop-out teen mothers and victims of all forms of GBV) from extreme poverty through entrepreneurship development in Orange Farm Township, Gauteng Province, South Africa. Empowering them towards economic development will not only facilitate in improving the socio-economic condition of women, but will also help in betterment of the entire family. Financial independence gained through skills acquisition will provide confidence to women and they will be able to avail their rights. The self-sustaining project will be implemented

continuously but requires start-up funding to take it through the first 12 months. This project aims at tapping the potential of women through investment on awareness generation, capacity building and jobs creation in the area. Considering the socio-cultural and financial needs of the community, the proposed project is socially feasible, economically viable and environmentally sound.

We have been working in the area for the last two years under our adolescents- friendly Behavioural Change Communication initiative. The mission of Teens Talk Foundation is *improve the lives of young people through promotion of education support services, career guidance and counseling, skills development and job creation but we realize that we can't do this without empowering their caregivers (mothers) first.*

Project goals & objectives



Project Strategy



Awareness Generation

- Unskilled and unemployed single mothers, victims of GBV and teen mothers who have dropped out of school are identified from the community.
- These are taken through counseling and motivation sessions through which they are grilled about their rights, rights of their children and how to defend them. They are further grilled on parenting.



Jobs creation

- Since the project involves making of uniforms for school children, patients and health workers in health centres, corporate companies and other organisations, it will create over 40 jobs including tailors, and sales agents.

NB: To provide a succinct document, information about the business operations of the center have been attached to this document as annexure A



Skills development

- The identified women shall be trained in knitting, tailoring and jewelry making as well as business management.
- The training period is 6 months from recruitment through counseling, skills acquisition to graduation.
- To ensure quality, only 20 recruits shall be trained in every semester (6 months).
- Those looking for jobs shall be assisted through a network of other organisations and private businesses doing similar work that we hope to build but mostly those who want to start their own businesses shall be assisted using profits that shall be obtained from business operations.

Project Activities



Awareness Generation

- *Identification of unemployed and unskilled single mothers, school drop-out teenage mothers and victims of GBV in the community.*
- *Conducting counseling sessions.*
- *Conducting Motivational sessions*
- *Meetings with families and guardians of GBV victims*
- *Awareness sessions on women & children rights*



Skills Development

- *Training of trainees in knitting, tailoring and Jewelry designing*
- *Training of trainees in business management with emphasis on marketing and money handling.*
- *Training of trainees on fundraising with emphasis on saving and bootstrapping for business investment*
- *Equipping trainees with basic computer literacy skills so that they know how to make CVs, internet usage and invoicing.*
- *Helping our trainees with their quest for job hunting and others in starting up their own businesses.*



Jobs Creation

- *Retain some of the trainees at the Center for employment in making uniforms and training new recruits.*
- *Employing some of our trainees as sales agents of our products mainly school uniforms in their communities.*

Project Management/Personnel:

The project will be run in partnership with Progressive Skills Development Centre (PSDC), a NPO in Hillbrow with five years' experience in training women, orphans and school drop-outs in sewing and fashion designing. For more information about PSDC please visit www.progressiveskills7.wixsite.com. PSDC will handle the soft skills training section of the project.

The Project team will comprise of the following staff members:

- **Project Director:** Who will be responsible for the overall administration and management of the project. He/she will develop proposals for future funding and manage the other staff.
- **Social worker/ Counselor:** Responsible for mobilization, recruitment and conducting initial level community meetings, and orientation and awareness sessions. Will conduct emotional and motivational sessions for the women.
- **Trainers:** A total of three trainers for conducting training on soft skills, tailoring and jewelry designing as well as business management.

Below is the implementation schedule of various activities.

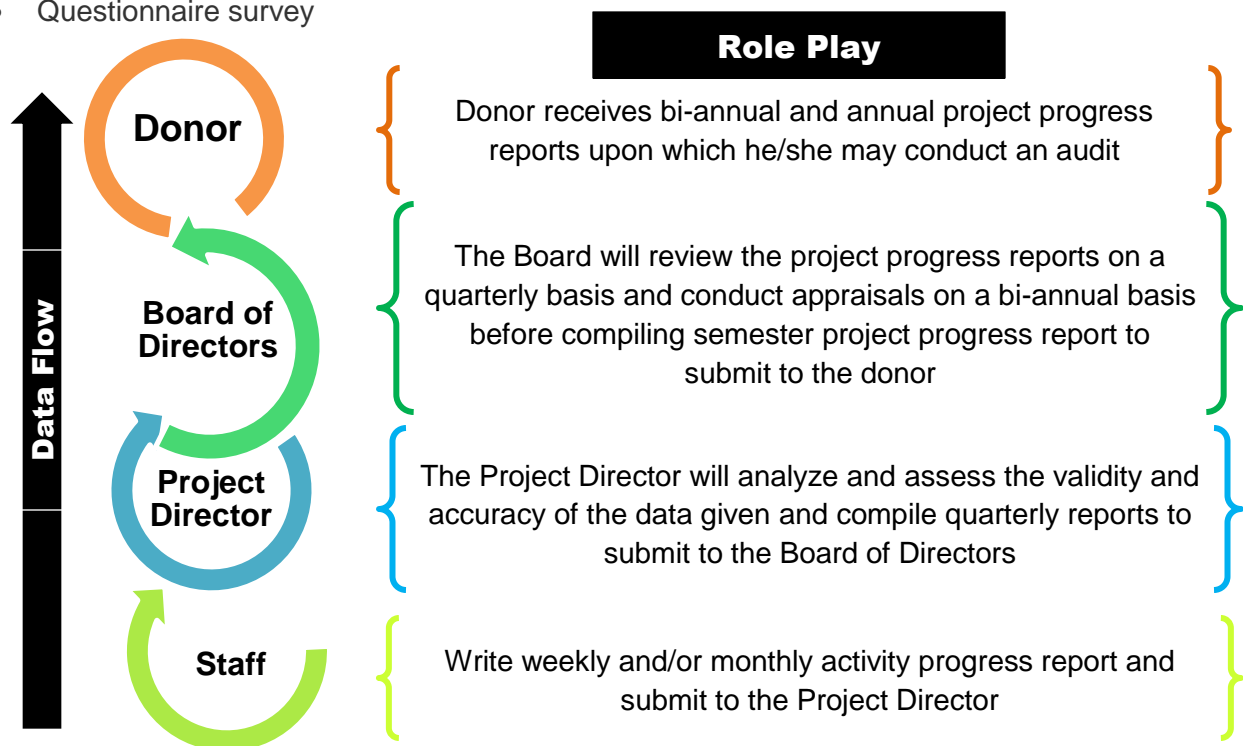
Activity	Responsible Staff Member	Time Frame
Identification & Recruitment	Social worker	2 weeks
Awareness sessions, meetings with family members of victims of GBV, Motivation sessions	Social worker & Counselor	2 weeks
Training in knitting, tailoring & jewelry design	Trainers 1 & 2	4 months
Training in business management and fundraising	Trainer 3	2 weeks
Training in computer skills	Trainer 3	2 weeks
Total time frame		6 months

Monitoring & Evaluation

The M&E tools outlined below shall be used to effectively assess the capabilities of the staff and managers in implementing, collecting, analyzing and reporting valid, accurate and high-quality data related to the project progress.

We intend to use the following tools:

- Having a system of monthly, quarterly and annual progress reports
- Multi-level review systems
- Participatory appraisal methods
- Questionnaire survey



Performance indicators

- Number of women trained in specific skill.
- Number of women entrepreneurs who started their own enterprise.
- Number of computers users.
- Number of trainings held.
- Attendance of women in various training sessions.
- Attendance of women in awareness and motivation sessions.
- Number of sales made.
- Number of jobs created.
- Household income change.
- Number of uniforms for orphaned children repaired

Project Results

The project is anticipated not only to deliver the lives of 100 women from poverty and misery to confidence and prosperity but shall also benefit hundreds of vulnerable children in the community through free repairs of their school uniforms and other clothes.

Below are the some of the much anticipated project outcomes:

- Awareness of 100 women on issues of women & children rights and parenting skills enhanced.
- 100 women imparted life skill training for their overall development.
- Increased income and confidence from acquired skills and jobs will have multi – generational impact as it will help in securing a better future for the entire family of 100 women.
- Sustainable enterprise established by graduates with the help of the Skills Center will considerably enhance their family incomes.
- Increased use of technology like computers, tablets, printers by graduates
- Hundreds of uniforms and clothes for orphaned children shall be donated and others repaired for free.



Sustainability

The following approaches shall be used to sustain the project beyond the funding period:

- **Community Participation:** We ensure that the local people actively participate in the entire project so that they own the project rather than considering it as some sort of charity.
- **Multi- stakeholder engagement/partnerships:** We involve stakeholders which include local CSOs, NGOs and government line departments and develop synergies with them. This helps in enhancing the visibility of the project and also reduces duplication of activities.
- **Sales of good & services:** We make and sell customized high quality uniforms for school children, patients and nurses, corporates and other organizations. The profits realized from this project are re-invested to sustain and expand the project.
- **Expanding resource and donor base:** We always engage new donors and stakeholders in our programs and we have multiple funding sources including funding from individuals and institutional *grants* from donors

Project costs

PROPOSED PROJECT BUDGET

CATEGORY	SUB-CATEGORY/TYPE	QUANTITY/ MONTHS	UNIT PRICE (R	AMOUNT (R)	Quantity	Amount ®
		Best case			Worst case	
EQUIPMENT						
Sewing Machines						
	Singer Start 1306	10	1,599.00	15,990.00	5	7,995.00
	Singer -4411 Heavy Duty	6	3,999.00	23,994.00	2	7,998.00
	Singer Heavy Duty 4432	6	4,999.00	29,994.00	2	9,998.00
	Empisal Overlocker	3	2,750.00	8,250.00	1	2,750.00
	Singer 14hd854 Heavy Duty Overlocker	3	5,999.00	17,997.00	1	5,999.00
	Singer 9100 Stylist Sewing Machine	3	7,499.00	22,497.00	1	7,499.00
	Sewing machine + cutting tables	31	1,799.95	55,798.45	13	23,399.35
	Flat Iron	3	799.00	2,397.00	1	799.00
	Chairs	35	54.99	1,924.65	13	714.87
Embroidery Machine						
		1	79,999.00	79,999.00		0.00
Screen Printing Machine						
		1	77,990.00	77,990.00		0.00
Computers (full sets + Setup)						
		10	3,200.00	32,000.00	3	9,600.00
Projector + Screen						
		1	8,299.00	8,299.00		0.00
Printer						
		1	3,499.00	3,499.00		0.00
TOTAL EQUIPMENT				380,629.10	76,752.22	

PERSONNEL

Project Director	12	9,000.00	108,000.00	0	0.00
Sewing & knitting trainer	8	6,000.00	48,000.00	8	36,000.00
Jewelry Trainer	8	6,000.00	48,000.00	8	36,000.00
Business Management Trainer	2	5,000.00	10,000.00	1	6,000.00
Social Worker	1	5,000.00	5,000.00	2	3,000.00
Counselor	1	800.00	800.00	1	500.00
TOTAL PERSONNEL			219,800.00		81,500.00

CONSUMABLES

Threads & Needles	12	500.00	6,000.00	8	4,000.00
Extensions	10	89.95	899.50	5	449.75
Scissors	20	99.99	1,999.80	10	999.90
Tape Measure	20	4.99	99.80	20	99.80
Fabric	24	799.00	19,176.00	12	9,588.00
Others (beads, etc)	12	1,000.00	12,000.00	8	8,000.00
Maintainance (servicing of machines)	12	500.00	6,000.00	6	3,000.00
TOTAL CONSUMABLES			46,175.10		26,137.45

STATIONERY

White board	1	1,879.00	1,879.00		0.00
Flip charts	5	1,050.00	5,250.00	2	2,100.00
Flip chart stand	1	750.00	750.00	1	750.00
White board markers (10)	5	85.00	425.00		0.00
Pens (60)	1	359.00	359.00	1	359.00
Pencils (60)	1	109.00	109.00	1	109.00
books	24	12.99	311.76	24	311.76
Typek	1	245.00	245.00	1	245.00
Box files	5	54.95	274.75	3	164.85
Cartridges	3	699.90	2,099.70	2	1,399.80
TOTAL STATIONERY			11,703.21		5,439.41

UTILITIES					
Rentals	12	2,500.00	30,000.00	12	25,000.00
Electricity & Water	12	1,050.00	12,600.00	12	7,800.00
Insurance	12	1,328.90	15,946.80		
TOTAL UTILITIES			58,546.80		32,800.00
TOILETRIES					
Tissue Paper	12	220.00	2,640.00	8	1,760.00
Cleaning detergents	12	69.99	839.88	8	559.92
Air freshner	12	28.85	346.20	8	230.80
TOTAL TOILETRIES			3,826.08		2,550.72
TRANSPORT					
	12	6,500.00	78,000.00	8	52,000.00
TOTAL TRANSPORT			78,000.00		52,000.00
OTHERS					
Advertising/Publicity		3,500.00	3,500.00		
Branding		2,500.00	2,500.00		
Music & Fashion Studio05 Tickets	24	250.00	6,000.00		
Fashion Shows	1	10,000.00	10,000.00		
TOTAL OTHERS			22,000.00		0.00
TOTAL PROJECT BUDGET			820,680.29		277,179.80