

December 3, 2011

Project: Street Source: A partnership between Street Kids International and Project Concern International

Location: Pune, India

Interim Assessment: Year 1: Recruitment, Training and Placement of Youth



Summary: Street Kids International (SKI) and its partner Project Concern International (PCI) have successfully completed the recruitment, training and placement phase of the Street Source project. 23 youth participated in the program and 13 have been placed with employers and an additional 6 are actively seeking employment. Three have been interviewed at Cummins and may be placed with this company. The experience with the training and placement process has been judged as very positive by all of the involved parties. The commitment of PCI's staff and the engagement of employers in the program have been particularly helpful. Many useful recommendations for improving the program have been made by the youth, trainers and employers. These recommendations where feasible will be incorporated into future trainings in an expanded program.

General: Street Kids International (Canada, U.S.) and its partner in India, Project Concern International (PCI) with financial assistance from the Cummins Foundation (U.S.) planned and implemented the first stage of the Street Source employment preparation program.

The program was launched in May, 2010. The agreement between Street Kids International (SKI) and Cummins made possible the launch of Street Source in Pune, India. Street Kids International as the Coordinating agency contracted with PCI to be responsible for recruitment, training and the placement of 20 youth. SKI was responsible for providing a curriculum, program guidance and an initial program assessment.

David Grant, a director with SKI, the founder of Street Source acted as the project coordinator. SKI staff assisted David with administrative and program development support.

Street Source Year 1:

Strategic Goal: The goal of the project is the social and economic inclusion of street youth via long-term, formal liveable wage employment made possible through the demonstration of a replicable, self sustaining model of partnership building between local non-governmental organizations and the private sector.

Pilot Project Goals and Outcomes:

The goals for the first training cohort of youth in year 1 included:

- a) The successful development and testing of a recruitment process.
- b) The successful development and testing of an employment preparation curriculum.
- c) The successful development and implementation of a placement process with employers in Pune.
- d) The completion of an interim assessment for the purpose of improving an expanded program for year 2.

Desired outcomes from the first training cohort of youth:

- a) All participants demonstrate increased marketable skills for formal employment.
- b) All participants demonstrate a capacity to behave appropriately in the workplace.
- c) All participants demonstrate coping skills to adapt to work life and independent living.
- d) All participants are employed as full-time employees.
- e) All participants as a result of employment start to pay a levy back to the training organization to cover the costs of their training.

Beneficiaries:

Youth living in temporary slum accommodation - Pune, India: Target youth will be slum-dwelling, street-involved young people that partner organization Project Concern International has identified through current family projects. Those who have a basic education and drive to work in the formal sector will be selected as participants. This group of youth has temporary shelter but require job readiness education to access employment opportunities, be free of social stigma, and move to more secure permanent living arrangements, facilitated by the project. There is additional support available for these youth to ensure their living arrangements remain stable.

Outcomes: as of November 30, 2010

- a) Number of Youth trained to date, by gender: 17 Females and 6 Males
 b) Number of Youth drop outs (if any), by gender: 0
 c) Number of Placements to date: 13, 6 active with interviews
 d) Number of Trainers by gender: PCI 4 trainers (3 Females and 1Male)
 Other resource persons (2 Females)
 e) Number of Trainings: Spoken English Classes: Total number of sessions conducted 42
 f) Number of Meetings:
 Employers; 60 (average 2 meetings with each employer)
 Parents: 3 group meetings
 Home Visits Estimated 50/month

Participants:

	Student name	Placement status	Company Name
1	Prasad Kanade	Already placed	Indian Magic Eye
2	Anamica Umbarkar	Already placed	Spyder Systems
3	Sanjay Dafale	Already placed	Eureka Forbes LTD.
4	Suresh Dombe	Already placed	Flower Shop
5	Prafull Shirke	Already placed	Spyder Systems
6	Rupali Gaikawad	Already placed	Ayarn Imagine and Business Consultant Pvt. Ltd.
7	Varsha Bhosale	Already placed	Creative Engineering
8	Parikshit Ahirkar	Already placed	Ayarn Imagine and Business Consultant Pvt. Ltd.
9	Tejasvi Shelar	Already placed	Ayarn Imagine and Business Consultant Pvt. Ltd.
10	Kavita Shivarkar	Already placed	UNITY Gauge and Tool Co.
11	Bhagayshri Pawar	Will not be placed	Parents are not allowing her for to go for job. Will not be placed.
12	Sakhubai Raut	Interviewd	Cummins
13	Sangeeta Savale	Interviewed	Cummins
14	Gitesh Sawant	Interviewed at Cummines	Through ITI already working at Pandit automobile agency. Cummins assured to absorb him after completion of ITI course.
15	Jyoti Vishvakarma	Interviewed	Chanakya Agencies
16	Shital Uphale	Already placed	Ayarn Imagine and Business Consultant Pvt. Ltd.
17	Priyanka Vetal	Already placed	Ayarn Imagine and Business Consultant Pvt. Ltd.
18	Rupali Bhosale	Already placed	Ayarn Imagine and Business Consultant Pvt. Ltd.

19	Rupali Pardeshi	Interviewed	Chanakya Agencies
20	Manisha Jadhav	Will not be placed till March 2010	She agreed to accept the job after completion of her 12 th std examination
21	Poonam Sankpal	Not yet placed	Interviewed at two places but refused to join
22	Priyanka Mane	Interviewed	Chanakya Agencies
23	Priyanka Bhaskar	Will be placed after March 2011	

Recruitment:

PCI staff in Pune successfully recruited 23 youth from Janata Vasahat, one of the biggest slums in Pune. The initial contact with youth was primarily through PCI youth workers in the community. In two instances teachers recommended the program to youth and their parents. The participating youth were interested because the program was preparation for employment. In one instance the youth wanted to apply his mechanical skills and work for a prestigious company like Cummins. Several youth were attracted to the idea of learning skills of appropriate conduct and behaviour in work situations and communication in places outside of their immediate family and neighbourhood.

Training:

Youth Participants:

"All of my friends are asking how/why I've changed and what book I've read." (Youth)

The participants benefitted from the practical and experiential approach to learning. They are particularly pleased with their ability to communicate effectively. Learning how to express one self, be polite and manage anger was particularly helpful. Learning how to speak effectively on the telephone was mentioned by several youth. Learning how to speak comfortably in the company of males was identified as an important learning by the female participants. This experience has helped to raise their confidence. Learning about the importance of time management was another area many participants appreciated. Learning about financial management was also mentioned as beneficial.

The participant's experience in the program was not without constructive challenges. The participants initially were reluctant to speak in public. In some instances, a few participants found the content of the training to be difficult. Some participants were challenged by the mathematical calculations and the session on labour law was complex. There was also the challenge of meeting the gap in English language skills of the participants, as a certain minimum competency in the language is essential for placement in companies at any level.

*"I used to become angry with my family members and now, this has decreased. I learned how to behave with others in the workplace and I have used this to know how I behaved with my parents. My parents have noticed this too."
(Youth)*

"I was very shy and would keep to myself before, but now I interact more with the other people because of the training. (Youth)

Participants made several recommendations for improving the program. Many suggested the program be longer so more topics could be covered. Several requested basic computer skills as it would help with their job search. An expanded exposure to the work place through visits to companies and discussions regarding work place environments and 'politics' would be useful.

Trainers:

"The session was good and the trainers and youth have a very good relationship with each other. They weren't like teachers and students, but were friends. This is important because some students can be hesitant when there is not a good relationship." (Youth)

"The communication sessions were the most important part, because in the slum area, language and mannerism is not emphasized, but through the session they have managed to improve on these soft skills." (Trainer)

The trainers are pleased with the preparations and the results of the training. If possible more preparation time would be helpful. The trainers agree the participants have made notable changes in their behaviour and understanding of the workplace. Positive changes in communication habits including public speaking and politeness were noticed. The participants initially were shy and reluctant to be engaged with each other. This quickly changed as the youth felt more comfortable and developed a sense of trust with the other participants and the trainers. The trainers also observed the participants developed a sense of direction and awareness regarding their goals for employment. The sessions regarding time management and budgeting were particularly helpful in this regard.

There were no significant barriers to the delivery the program. Adjustments had to be made to the scheduling in order to accommodate the needs of the youth (e.g. school, family responsibilities). If feasible the duration of the program would be expanded with more exposure to the workplace. Opportunities for increased involvement from employers would be helpful and the manual should provide more information relevant to the types of employment that will be available for the youth. A mentor program needs to be formalised as a component of the program. Some of the workshops also need to be revisited. The session on labour law should be revised as it is very complex. While the session on budgeting needs to be expanded to two days.

The process of finding employment for the youth is an area of concern. The youth have very high ("unrealistic") expectations and need to accept they will be given entry level positions. The employers can help by showing the youth how they can advance to better paying positions with continuing education and hard work. Better preparation of the youth right from the stage of selection and building on the relationships built with employers will help overcome this challenge in the next phase of our work.

Employers:

"I also come from a similar background and had an opportunity to work with small companies, and the program provides them with a chance to get work experience and learn." (Employer)

"She is punctual about time and willing to learn. She is currently an assistant to our accounting admin and maybe within one or two months, she will be able to handle it individually." (Employer)

The 4 employers contacted are very satisfied with the program. One employer is prepared to hire an additional 10 Street Source participants. The employers became aware of the program through contact with PCI staff or in the case of Cummins and Affinity Express David Grant and SKI. These personal contacts were important in helping the employer see the benefits of the program for their company as well as the youth. Comments regarding the youth who have been employed are very supportive. The youth are described as self starting, punctual, ambitious and sincere.

Next Steps (Year 2):

Planning for the second cohort of youth is underway. The information recorded during the first training program has been helpful and several recommendations and issues have been identified.

- a) **Youth Trained:** The target for Year 2 is 60 youth (2 groups of 30)
- b) **Reduced Costs:** An expanded program will reduce the cost / youth employed.
- c) **Curriculum:** The curriculum will be strengthened with changes to the content, schedules and an expanded role for employers.
- d) **Mentors:** A formal mentor training module based on SKI's current mentor program will be added to the program.
- e) **Employers:** An expanded effort to reach more employers is required and suggested strategies will be considered.
- f) **Levy:** A revision of the plans for the 'levy' that might involve a role for banks or micro-finance institutions is being considered.
- g) **Funding and Expansion:** A submission to the Dell Foundation (India), Scotiabank (Canada) and ICICI are being considered for further scale up beyond 2011.

Conclusion:

Significant progress towards achieving the goals and outcomes for the first training group has been achieved. SKI and its partner PCI have developed a greater understanding of the time and resources required to achieve optimal success. Revisions to the project plan based will be made based on the recommendations from the participating youth, trainers and employers. Year 2 of the Pilot Project in Pune has the potential to fully demonstrate the impact of the Street Source model providing SKI and PCI with the information they require to expand the program to other cities in India.