

Madras School of Social Work

Extension Activity

PROJECT PUTHRI

PUTHRI is India's first ever developmental project that seeks to create Career Intentionality among underprivileged girl students. It is an initiative by AVTAR Human Capital Trust (AHCT), a not for-profit public charitable organization, working in the field of economic empowerment of women. **NO. OF VOLUNTEERS: 18**

PUTHRI CONCEPT

PUTHRI is India's daughter from an underprivileged family, studying in Corporation or Government School, between the age group of 13 & 18 years, studying in classes 8th to 12th who will be trained through a combination of classroom sessions, games and corporate exposure, to understand her capabilities better, prevent her from dropping-out of school, helping her build meaningful relationships and developing the necessary skills to be successful in her career.

HOLISTIC APPROACH

At project PUTHRI, we follow a holistic approach of providing complete & wholesome education to every PUTHRI scholar. Our various intervention programs in collaboration with partners, helps us help & enable every PUTHRI to equip herself for a career intentional goal in life.

PROGRAMS

- Attitudinal training for over a period of 5 years, beginning from class 8th till class 12th, delivered through a combination of classroom sessions, games and corporate exposure, helping the students understand their capabilities better, preventing drop-outs, building meaningful relationships and developing the necessary skills to be successful in their careers.
- Tertiary education (Graduation) and enable them to get into white-collar jobs to help them come out of poverty and help their families and future generations to live a life of fulfillment and advancement.
- CAREER INTENTIONALITY mentoring & training till the age of 18 years and till they complete their graduation. This mentoring will ensure that the girls make informed decisions in life, including marriage, childbirth etc, by bringing down infant mortality rates, domestic violence and sexual abuse.
- Health & hygiene education, including knowledge on malnutrition, healthy eating habits and how it will lead to begetting healthy children and raise them better for a brighter future.

- Empower them with digital knowledge & economy, so that they get into white collar jobs and directly contribute to the increase in GDP of our country, which is expected to grow by an additional 2.9 trillion USD, by 2025, if we achieve Gender Parity.

ORIENTATION:

An orientation was arranged for the student trainees of MSW (Aided) department regarding volunteering program for 'Project Puthri'. This orientation took place on 15.7.2019 at the first floor from 12.30pm to 1.15pm.

The class strength of 47 students participated in the orientation. Then a co-ordinator from 'Project Puthri' Mr. Prince Jacob gave the orientation about 'Project Puthri'. And the faculty in charge of co-ordination of the resource person was done by Dr. Amutha Lakshmi.

The orientation started from the initiative where it was brought up from and how the social work trainees can volunteer themselves for the program. An initiative from AVTAR Human Capital Trust to make 10,000 under privileged girls, career intentional every year.

VISION:

Puthri's vision, an India, where young girls at the bottom of the Socio-economic Pyramid are able to rise to their fullest potential by breaking out of the domestic labour economy to graduate into the knowledge economy thus, eventually being able to contribute directly to GDP of our country.

MISSION:

To make 10,000 corporation school girl's students across Tamil Nadu & Pondicherry 'Career international' every year, facilitate girl students into tertiary education and ensure a white-collar job upon graduation. Project PUTHRI turns the spot light on India's daughters studying in Government schools of standard 8th to 12th. It seeks to redesign the destinies of these girls from lower economic backgrounds right from their childhood into their adulthood as young working women, by providing them education and the required support system in the form of enablers like mentors, role models and career coaches throughout their development. And the role of the volunteers is to provide soft skill training to the students and make them career orientational through the training.

An inspiring video about women achievers were played as a part of the orientation to make the students know about the goal in which they are going to work for.

They consider Three Pillars of supports with are:

- Mentoring
- Role model
- Career coaching

The Co-ordinator of the 'PUTHRI' project gave us a brief explanation about one day TOT program and the certificates. Also about the volunteering period of 30 days. Then the Students gave their Names for the voluntary program.

As the students of MSW (aided) were very much active in the Puthri project an award was given to MSW (Aided) department. And our faculty Dr.P.Amutha Lakshmi gave us an insight about the timing and managing our curriculum along with the project volunteering. Then the Session got over by 1:30 p.m.



REDESIGNING DESTINIES



