

## **EXTENSION ACTIVITIES 2017-2018**

Date : 20.10.2017

### **PROJECT PUTHRI:**

**NO. OF VOLUNTEERS: 40**

Madras School of Social work, MA HRM dept has entered an MOU with AVTAR Human Capital Trust for the PU-FHRI Project. Under this project the female students of MA HRtVI department enrolle themselves as a volunteer for this extension programme.

About AVTAR Human Capital Trust (AHCT)

it is a not for profit public charitable organization, working in the field of economic empowerment of women. Headquartered in Chennai. AHCT has been addressing gender equality, poverty eradication and inclusive economic growth for women across the State of Tamil Nadu & Pondicherry over the last eight years.

- With a strong belief that economic independence is key to women's empowerment and that women can make and continue to make enormous contributions to economics, whether in businesses, on farms, as entrepreneurs or employees, or by doing unpaid care work at home, we at AVTAR group are keen on facilitating women's social inclusion and economic empowerment in the economically backward strata of society too.
- Our life skills enhancement programs, employability workshops, Prevention of Sexual Harassment training and education support, have enabled many women (across lower, middle and upper middle strata of society) secure decent jobs to become economically independent & self-reliant, to think more progressively and make well informed decisions in life, to uphold positive self-esteem and participate confidently in areas like health, education, rights, political & social activities
- Social responsibility continues to be an intrinsic part of AVTAR family, and today, with project PUTHRI we endeavour to reach out to 10,000 underprivileged girl children in the age group of 3 to 18 years studying in government schools across India, making them career intentional every year.

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.

### **Who is PUTHRI?**

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.

### **Why make her Career Intentional?**

Desire and potential to study alone are not enough to be successful in life. 'timely guidance and inspiration to graduate and take tertiary jobs are also required to make every girl student career intentional'. She may successfully complete her schooling, may lack the right support, guidance, motivation and encouragement from family and friends to inspire her graduate with good grades, to pursue tertiary education at college and eventually settle in a white collar job. Project PUTHRI's key enablers step in at this crucial phase of her life to guide & support her aspirations in the form of mentors, role models & career coaches and help her become Career intentional for life. Career Intentionality will give girls like her the much needed confidence & opportunity to take up white collar jobs in big companies, earn well and contribute to the country's GDP. In addition, it will provide her with a safe and conducive environment, free from any kind of abuse and bring her and her family out of poverty to lead a healthy life, with good & nutritious food. Not just that, she will begin to make informed decisions about her marriage, childbirth etc and help her family & future generations to live a life of fulfillment in a world of endless positive possibilities.

What do we do ?

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, help us enable every PUTHRI to equip herself for a career intentional goal in life.

#### Our programs

- Attitudinal training for over a period of 3 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 16 years and till they complete their graduation. This mentoring will ensure that the girls make informed decisions in life, including marriage, childbirth etc, b) 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 beggling 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 2023. if we achieve Gender Parity.

Redesigning Destinies - A rewarding experience to make a profound impact on every PUTHRI scholar.

Project PUTHRI puts the spotlight on India's daughters studying in Government Schools between the age group of 12-18 years. It seeks to redesign the destinies of these girls from the 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.

## Mentors

As a mentor you will encourage, motivate, challenge and guide every PU SHRI scholar to think through different solutions for various problems in life. Based on her unique developmental needs, you will seek and create new opportunities. Also, you will and support her long term goals, values and emotions to a larger organizational agenda, as she becomes career oriented and career intentional to better her future and quality of life. Similar to being a trustworthy counsellor, as a Mentor, you will be able to make a real impact on the PUTHRI scholars through consistent and ongoing relationship building.

## Role Models

As Role models you will lead by example and inspire PUTHRI scholars to achieve their potential in life. You can share your real time success stories with these girls as to how you achieved success despite the various challenges & hurdles in your life and give them the confidence to overcome every hurdle with perseverance and eventually succeed in life. Ensure students emulate the positive qualities, bringing about an overall change for the good.

## Career Coach

As a career coach your expert guidance can empower PUTHRI scholars to identify their strengths & passions, the means & ways to realise them and help them see their present challenges as advantages and help overcome them. When you help assess their professional situations with a greater degree of honesty, curiosity, empathy and compassion, you not only redefine their intelligent quotient, but also the emotional quotient, by reassuring & boosting their self confidence, making their job search less stressful, less anxious and less vulnerable in this competitive market. Not just that, your support will help these girls make informed decisions about their career development and trajectory, as well as offer various tools that they can use to enhance their qualifications, like writing letters, resumes etc to meet their ultimate goals.

## Train the Trainers

Alongside Mentors, Role Models & Career Coaches, Trainers also play a crucial role in ensuring the success of the program. The mentors undergo a comprehensive training

program that gives them the tools to understand and implement the 'Intentionality' framework effectively. On completion, each mentor is deputed at schools based on geographical proximity.

