

PADALA CHARITABLE TRUST (PCT)

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A Tax Exempt (80g) and FCRA registered organization
Educational Scholarships, School Development & Socially Relevant Initiatives



Project SETHU

Career Guidance and Employment Opportunities for Government High School Children in Rural Mandals.

Abstract:

Close to 90% of the children in Government high schools are totally unaware of the career opportunities after they pass out 10th class and struggle to choose a career path.

We have noticed a huge need in terms of career guidance for these children and are submitting here with our proposal on “Project SETHU – Empowering High School Children with Career Guidance and Employment Opportunities” with a request to you to support for one year expenditure of **Rs 4, 49,000/-** to implement the same in **20 government ZP/ Municipal Schools** in East Godavari District that would benefit nearly **2000 students** which comes around 225/- per student.

The programme is aimed with specific objectives of strengthening student decision making skills, providing a clear understanding of career choices and enhance the personality traits.

For this we’ve devised a 2-phased approach with hands on workshops explained later in the proposal where outcomes are also assessed and the impact will be that the students will be able to choose the career of their choice and help build a productive and successful nation.

About Padala Charitable Trust (PCT)

(PCT) is a non-profit, non-government organization founded and registered in 2002 with a primary goal of **Encouraging brilliance among the poor & improving health and education in rural areas**. For the past 16 years, PCT has been working in the area of education. There are several projects we initiated at PCT to make a difference to the needy around us. Our projects are listed under [Appendix A](#). PCT is a Tax Exempt (80g) and FCRA registered organization.

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Problem Statement

In every corner of America and all over the world, intelligence and energy are evenly distributed whereas the opportunity, investment and effective organizations are not. As a result billions of people are denied the chance to live their lives to the fullest and millions die each year needlessly.– *Bill Clinton in his book 'GIVING'*

Even more severe problem is not realizing the existing opportunities around. This is truer in education sector. Close to 90% of the children in high schools are totally unaware of the career opportunities after they pass out 10th class and come out of school campus.

Here are some classic examples:

1. Passion :

Ms. Prameela is in 9th standard, has a strong passion towards teaching and she wants to become **a teacher**.

Problem:

She has no idea about how far she should study, what kind of competition to go through and how much difference she can make in the society by being a teacher. The irony is the school campus has enough teachers.

2. Passion :

Mr. Satya is going to complete his 10th class this year, he loves sports and his dream is to become **a police constable**.

Problem:

He doesn't know that Intermediate is the qualification to appear for police constable recruitment.

3. It's a matter of Urgency

There is an **immediate need of a job** after 10th class for several people in a rural community to support their families.

Problem:

However, they are completely unaware of variety of job opportunities with 10th class qualification (Indian Postal Department, Railways, RTC, Defence, Courts etc.).

Effects:

This **unawareness** is causing them to land in meagre jobs such daily labour in kirana shops, medical shops etc.

4. Problem:

There is a lot of **confusion** existing after passing out of 10th class – whether to join polytechnic (diploma) or Intermediate (BiPC or MPC) or to go for vocational training.

Cause:

There is no clarity among students about the pros and cons of each of these courses.

5. Misconception:

One of the most common **misconceptions** among the parents is that having interest in games/sports, agriculture & having special talent in skills like drawing, singing and critical thinking does not help build a career.

Fact:

The fact that no one understands is you can build your own career well in line with your interest and talent. Every profession is equally important and respected.

6. Problem

The current education system is more concerned about scoring marks and grades and there is hardly any concern about life skills, goal setting and career guidance for children at school level. There is so much world other than medicine and engineering. But this is not conveyed properly at school level.

Effects:

Graduates are coming out of the campus **without any basics skills** such as public speaking, problem solving, decision making and interpersonal relationships.

7. Lack of awareness :

Another fear in parents and students is lack of **financial resources** to continue higher education. Many of them are NOT aware of the benefits/schemes from government and also financial aid available through scholarships by several corporates and non-profit organizations.

End of the day, all these issues demotivate the children to loose self-confidence and hence they are not able to work towards goal setting and realizing their own dreams. This results in increased rate of unemployment and hence overall dip in the net productivity of our country.

Proposed Solution – Project Sethu

- ✓ Project Sethu is designed to address the issue of Career Guidance and Employment Opportunities since there is absolutely no place for Career Counselling in regular academic curriculum.
- ✓ The programme is designed to provide students the required motivation towards self-awareness and then to explore on career options best suited to their interest and talent.
- ✓ PCT-Sethu team will continue to support the students in future with any specific guidance required while pursuing higher studies.

Goal : Empower Government school children from rural areas.

Objectives :

- Reach out to 2000 school children from 20 high schools of a rural mandal in East Godavari district and conduct career guidance programmes.
- Develop ability amongst children to choose a career path of their choice and employment of their interest.
- Engage the students in a series of workshops and bring out their inherent capabilities to make an informed decision about their career.

Target Audience (Whom)

8th, 9th and 10th class students of government high schools are the targeted beneficiaries of this project. Once they realize their own potential and opportunities around, their attitude towards themselves, career, family and society will change to a positive side.

Project Implementation Approach (How?) – Workshop based

Workshops (Interactive) – 2	Phase 1 & Phase 2
Time	Half Day, 3-4 Hrs (Each Workshop)
Methodology	PPT Presentations, Visual Aids, Activities, Short Stories, Real Life Success Stories, Career Flow Charts

➤ Phase 1 Work Shop

- ❖ There will be several activities, short stories through which the concepts like 1) Importance of goal setting 2) Self-Motivation and 3) Skills to be acquired are taught.
- ❖ During this interactive workshop, a printed copy of ‘Career Flow Chart’ will be provided to the children with complete information about various professions & job opportunities and the pathway to reach each one.
- ❖ At the end of the workshop, every student is given a project/assignment to submit before Phase 2 Work Shop starts. The usual topics will be *What is your passion? Where do you want to be in next 10 years? Represent them in the form of a picture. Etc.*

Outcome :

At this point of time, the students would have got a basic understanding of why and how to set a goal and what all opportunities around them to explore based on their interest and talent.

➤ Phase 2 Work Shop

- ❖ Each student is advised to pick up the profession/career he/she wants to pursue and there will be a detailed discussion with the help of 'Career Flow Chart'.
- ❖ There will be a presentation on real life success stories of various people around us who succeeded in life irrespective of their poverty and other obstacles.
- ❖ As needed, there will be one on one interaction with the students who are really serious about their career and willing to learn more.

Outcome :

At the end of the workshop, the children would have got solid understanding of most of the common careers/professions/job opportunities and will be able to answer several questions such as:

- *Which group should I opt for in Intermediate if I want to become a doctor?*
- *What all I should be good at if I want to become a maths teacher?*
- *What are the colleges/universities to explore if I want to become a professional photographer?*
- *What is my career path to become a pilot?*
- *What is the difference in qualifications and selection procedures for becoming a police constable / SI / DSP / SP*

➤ Handout

After both the workshops are done, each student is provided with a handout which contains important information about various careers / professions, job opportunities, scholarship details for higher studies, details of educational institutions, website addresses etc.

➤ Career Guidance Poster

Each school will be given 6'x4' poster with Career Guidance Information. This will be displayed in the school campus so that the students can see them every day.

Principal Phases of Project Sethu

1. Preparatory Phase

- Pre-survey and preparation of target groups in government/municipal high schools (Assessment Visit to all schools)
- Preparation of inputs for Power Point Presentations and hand out material
- Accessing potential institutions / organizations to study and gather information related to careers, vocational training and employment opportunities

2. Implementation Phase (Phase 1 and Phase 2 Visits to Schools)

- Visiting the schools (2 times each for Phase 1 and Phase 2 workshops) and organizing half day awareness creation and skill orientation sessions for enabling students to choose their career paths and proceed with confidence – as explained in **Project Approach** Section above.

3. Review and Evaluation Phase

- Based on the feedback received from different stakeholders of the project (students, teachers, school management and parents if possible), apply the course corrections and accordingly finalize the presentation module for student batches on continued basis for successive years.

Project Cost Estimate For First Year Donation

For the First Year Duration covering 20 government high schools

N	COMPONENT	ITEM	UNIT COST / RATE	TOTAL COST / FIRST YEAR
I	Supporting Staff / Resources			
		Project Coordinator	Rs. 12000 per month	144000
		Project Associate	Rs. 10000 per month	120000
	Estimated Total Cost for Supporting Staff / Resources			₹ 264,000
II	Research, Travel & Resources for Preparing the Mat		100 Man Days	
		Travel Cost	Rs. 300 per man day	30000
		Stationery & Material	Rs. 25,000	25000
	Estimated Cost for Preparation Activities			₹ 55,000
III	Visits for Workshops in 20 Schools			
		Transport: 2 visits x 20 schools = 40 visits in all	Rs. 1200 per visit	48000
		Material Cost for 2000 Students: 20 schools x 100 students per school	Rs. 25 / set	50000
		Material Cost for 20 schools - Career Charts, Booklets & Posters	Rs. 500/ set	10000
	Estimated Total Cost for Workshop Visits			₹ 108,000
IV	Review, Evaluation and Revision of Course Content		30 Man Days	
		Post Assessment	Rs. 400 per man day	12000
		Stationery and Material	Rs. 10,000	10000
	Estimated Total Cost for Review and Evaluation			₹ 22,000
TOTAL ESTIMATED COST OF THE PROJET FOR FIRST YEAR				₹ 449,000
				<i>Four Lakh Forty Nine Thousand Rupees</i>
COST BY COMPONENT				%
	Supporting Staff / Resources	₹	264,000	59%
	Research, Travel & Resources for Preparing the Materi	₹	55,000	12%
	Visits for Workshops in 20 Schools	₹	108,000	24%
	Review, Evaluation and Revision of Course Content	₹	22,000	5%
		₹	449,000	100%
***	PCT Provides all other required support like Office Space, Technical Training, Leasing the equipment for workshops (Laptop, Projector, Speakers, Wiring etc.)			

Budget Summary

This is a result oriented project driven primarily by the resources who are fully focused on preparing the required presentation material (by visiting several institutes, libraries, other organizations working on Career Guidance Programmes), going around all the 20 schools, delivering two workshops and evaluating the outcomes.

This one year project involves surveys to understand the current context of school children and their awareness about the career. A couple of dedicated resources work throughout the year carrying out this programme in all 20 schools. The resources will also train one teacher in each school to further carry out this programme without our intervention.

As such a major portion of this project is built around the human efforts in working towards the set objectives.

Project Sustainability and Extension Phase

- ✚ From the second year onwards, the trained teacher in each school along with the student leads can continue this programme with successive batches in the same school. That way, every batch of students will be empowered with career guidance information and awareness before they come out of 10th class.
- ✚ The presentation material will also be shared with governemental and NGO bodies so that the student community would greatly benefit.
- ✚ Padala Charitable Trust Sethu team will be available for further follow ups and counseling help for the children.

Student Feedbacks (From Previous Sessions)

- ✓ నాకు డ్రాయింగ్ టీచర్ అవ్వాలని ఉంది. ఈ ప్రోగ్రాం వల్ల నా లక్ష్యాన్ని నెరవేర్చుకోవాలనే ఆసక్తి, ధైర్యం, పట్టుదల, అలాగే నా అంతట నేను ఆలోచించి ఒక నిర్ణయానికి వచ్చే అవగాహన పెరిగింది.- G.Swarna Kamala,ZPHS Madhavapatnam.
- ✓ నాకు డాక్టర్ అవ్వాలని ఉంది. మా పేరెంట్స్ డాక్టర్ వద్దు అన్నారు. నేను ఎలాగైనా సరే పేరెంట్స్ ని ఒప్పించి డాక్టర్ అవ్వాలనే నా లక్ష్యాన్ని మాత్రం వదులుకోను.- M.Krishna Kalyani ,ZPHS Madhavapatnam
- ✓ ఈ ప్రోగ్రాం ద్వారా మన మనసుకు నచ్చిన మనకు ఆసక్తి ఉన్న అంశాన్ని లక్ష్యం గా ఎంచుకోవాలని అర్థమయింది. లక్ష్యం లేనిదే మనం ఏమి సాధించలేము.- Satya Veni ,ZPHS,Madhavapatnam
- ✓ Sethu ప్రోగ్రాం ద్వారా ముందు మనకి ఆసక్తి ఆధారంగా లక్ష్యం అనేది పెట్టుకోవాలి అని తెలిసింది.అదే విధంగా ఆ లక్ష్యాన్ని విభజించుకోవాలని అర్థమయింది. నేను ఒక ఇంజనీర్ అవ్వాలని నా కోరిక, దీని కోసం నేను ఏ విధంగా ముందుకు సాగాలి అనే విషయం ఈ ప్రోగ్రాం ద్వారా నాకు తెలిసింది.-G.Lakshmi Pallavi,ZPHS,P.B Devam.
- ✓ సేతు ప్రోగ్రాం లో ప్రతి ఒక్కరి కధను వాళ్ళు చేసిన కృషిని చాలా వివరంగా చెప్పారు,నిజంగా ఇన్ని విషయాలు ఉన్నాయి అని మీ ట్రస్ట్ వారు వచ్చి మాకు చెప్పే వరకు మాకు తెలియదు. ఈ కార్యక్రమాలు మరింత బాగా వ్యాపించి మాలాంటి ఎందరో విద్యార్థులకు మంచి మంచి జీవితాలను ఇవ్వాలి. నా గోల్ టీచర్ అదే నా గమ్యం. మీరు చెప్పిన విషయాలు చిన్నప్పటినుంచే పిల్లలకు భోదిస్తే ఖచ్చితంగా సానపెట్టిన వజ్రాల్లాగా తయారవుతారని ఆశిస్తూ నేను ఈ లక్ష్యం తీసుకోవడం జరిగింది. -G.Sri Kalyani ZPHS,Vetlapalem.
- ✓ నాకు ఒక డాట్ ఉండేది 10th అయిపోతే ఏమి చెయ్యాలి అని నాకు ఒక ఐడియా లేదు ఇప్పుడు సేతు ప్రోగ్రాం ద్వారా ప్యూచర్ లో ఒక గోల్ పెట్టుకోవాలి అప్పుడే మనం ముందుకు వెళ్ళగలం అని తెలిసింది. నాకు కానిస్టేబుల్ అయ్యి దేశానికి లేక ఒక ఊరికి అయినా సేవ చెయ్యాలని అనిపించేది ఇప్పుడు ఇదే నా గోల్ . - K. Dhana Lakshmi, ZPHS,Vetlapalem.
- ✓ మా నాన్న గారు నాకు 10th అయిపోగానే పెళ్లి చేసేస్తాను అన్నారు. అప్పుడు నాకు ఏమి చెయ్యాలి అర్థం కాలేదు. నా dream మొత్తం పోయింది. ఇప్పుడు సేతు ప్రోగ్రాం విన్న తర్వాత నాకు అర్థమయింది. ఏ సమస్య వచ్చినా దానిని నేను పరిష్కరించుకోగలను. - M.Nissika, ZPHS,Vetlapalem.

Project Team

Suryaprasad Padala, Founder & Mentor, Padala CharitableTrust

A post graduate (M.Tech) from IIT Kharagpur. After working for 16 years in USA as a software consultant, he returned to India for good in December 2012. Since then he has been spending full time in volunteering to non-profits and exploring the opportunities where his talent can make a positive difference to the society. He has been instrumental in the design and streamlining of several initiatives over the years at his organization **Padala Charitable Trust** since 2002.

Deepthi A, Project Lead, Padala Charitable Trust

A Computer Science Engineering graduate, Deepthi has been with PCT for last 3 years leading life skills, career guidance and menstrual hygiene awareness programmes in schools, hostels and colleges. She also leads other projects

Srinivas N, Project Lead, Padala Charitable Trust

An Electronics Engineering graduate, Srinivas has been with PCT for last 2 years working in projects such as Computer Literacy Programme, Career Guidance and Skill Development Training for high school students and college graduates

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Screen Shots of School Banner & Sample Career Charts



పడాల చారిటబుల్ ట్రస్ట్

(Tax exemption 80g & FCRA registered organization)

ప్రాజెక్ట్ సేతు

(మీ కలల బాధ్య)

10వ తరగతి తరువాత గల విద్య మరియు ఉపాధి అవకాశాల అవగాహనా చిత్రము

01 ప్రస్తుత ఉద్యోగాల తర్వాత తీర్పులు

10వ తరగతి తరువాత

02 ప్రస్తుత ఉద్యోగాలు

3.1) ఎం.డి.డి.ఎం. (ఇంటర్ విజ్ఞాన ప్రైవేట్ ఇన్స్టిట్యూట్)
 ఎం.డి.డి.ఎం. తర్వాత గల అవకాశాలు

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3.4) ఎ.సి.టి.టి.ఎం. (ఇంటర్ విజ్ఞాన ప్రైవేట్ ఇన్స్టిట్యూట్)
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 ప్రొఫెసర్ బి.ఎం.ఎం. (బి.ఎం.టి.టి) - వ్యవధి 3 సం.లు
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4.3) పి.బి.డి. (ఇంటర్ ఇన్స్టిట్యూట్ ఆఫ్ బి.ఎం.టి.టి)
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 ప్రొఫెసర్ బి.ఎం.ఎం. (బి.ఎం.టి.టి) - వ్యవధి 3 సం.లు
 ఎం.ఎం.ఎం. & ఎం.ఎం.ఎం.ఎం. (బి.ఎం.టి.టి) - వ్యవధి 3 సం.లు
 ఎం.ఎం.ఎం. & ఎం.ఎం.ఎం.ఎం. (బి.ఎం.టి.టి) - వ్యవధి 3 సం.లు

4.4) ఇంటర్ విజ్ఞాన ప్రైవేట్ ఇన్స్టిట్యూట్
విద్యలు:
 1. బి.ఎం. & బి.ఎం.ఎం.
 2. ఎం.ఎం.ఎం. & ఎం.ఎం.ఎం.ఎం.
 3. ఎం.ఎం.ఎం. & ఎం.ఎం.ఎం.ఎం.

05 ప్రాజెక్ట్ సేతు కార్యక్రమం

06 బి.ఎం.టి.టి.ఎం. (ఇంటర్ విజ్ఞాన ప్రైవేట్ ఇన్స్టిట్యూట్)

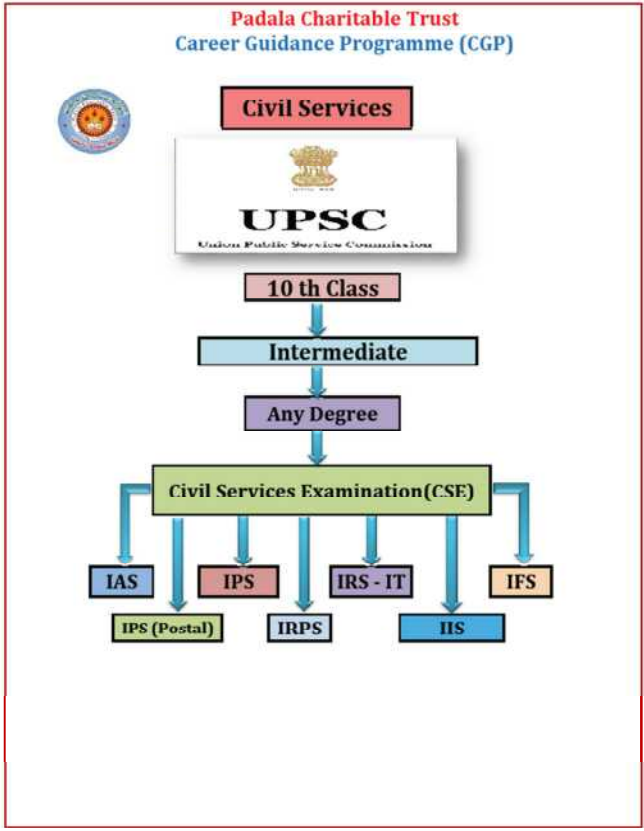
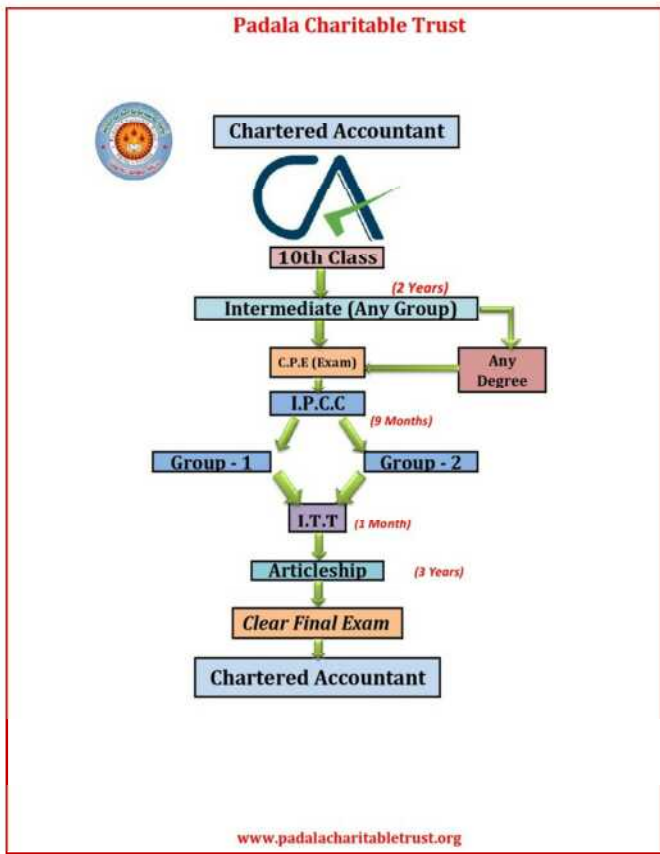
07 పి.బి.డి. (ఇంటర్ ఇన్స్టిట్యూట్ ఆఫ్ బి.ఎం.టి.టి)

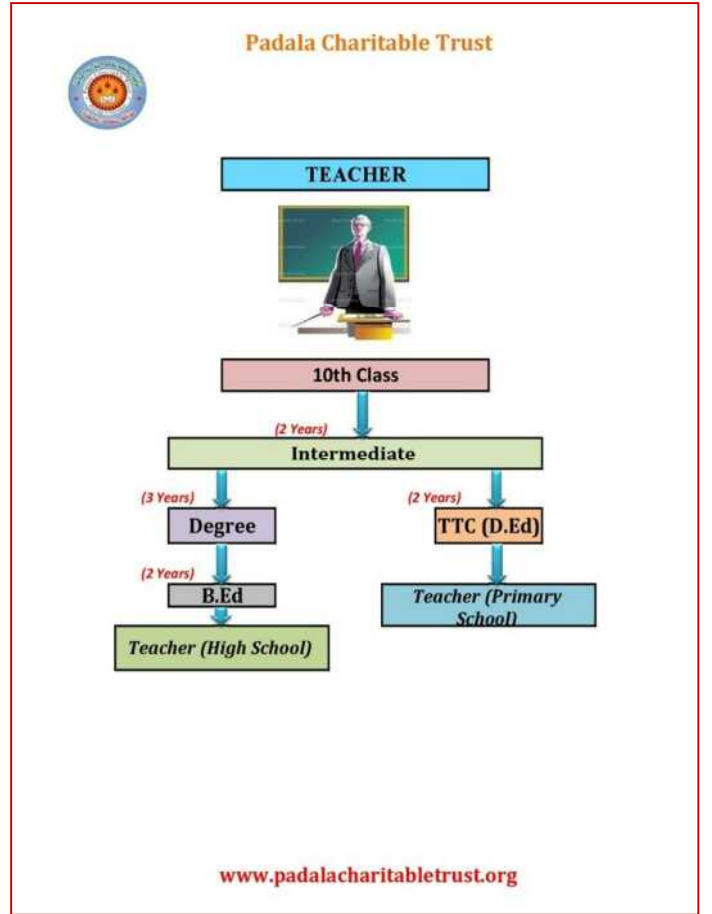
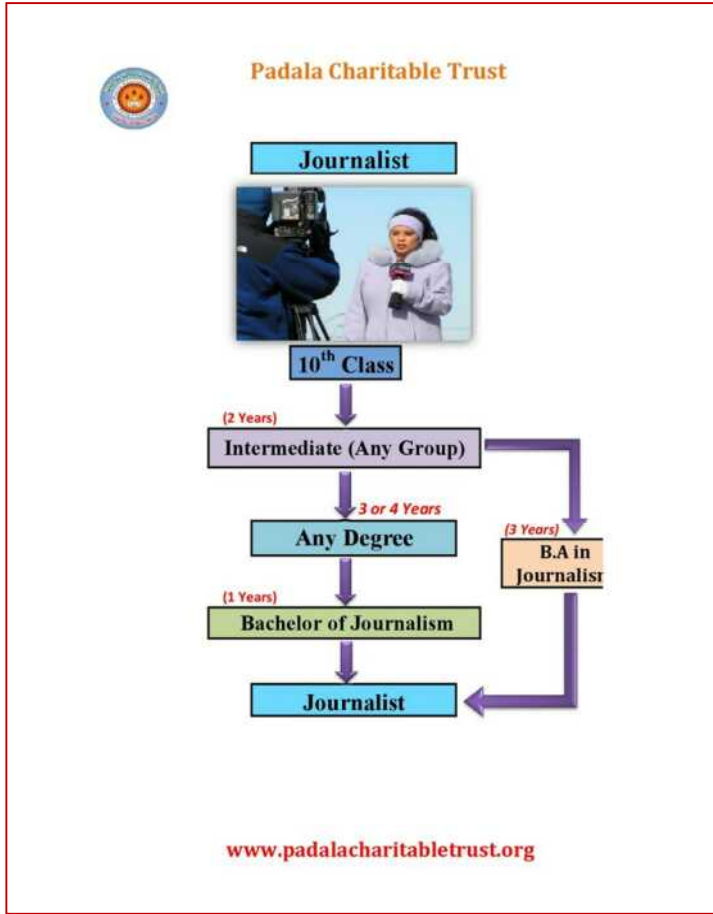
08 ఇంటర్ విజ్ఞాన ప్రైవేట్ ఇన్స్టిట్యూట్

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Appendix A.

- 1) Information about Padala Charitable Trust and Projects

Appendix B.

- 1) Organization Registration Certificate 12(A)
- 2) 80G Approval Letter
- 3) FCRA Registration Certificate

Thank you.

