



Empowering  
the forgotten child

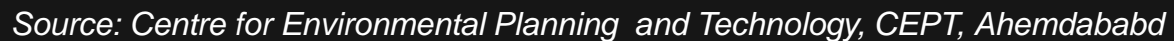
- Case Study
- Background
- Recommendation
- CSR

# Case Study

## A woman with a mission

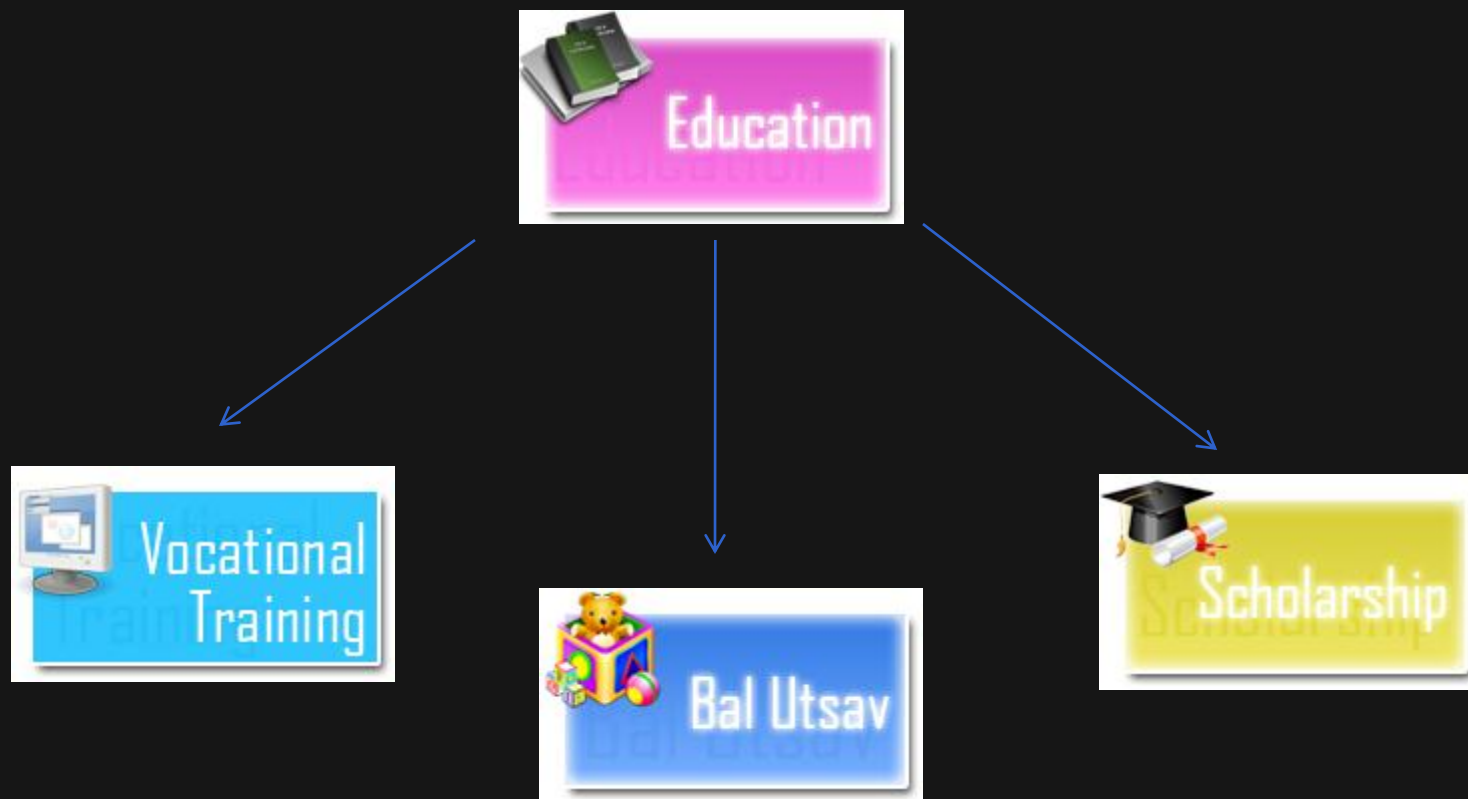
# Background

Going beyond the obvious





Source: <http://www.tcsrd.org>, Samantha Button's Education Roadmap



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# What's the issue?

- High girl dropout rate at secondary level of education
- Lack of post education employment opportunities





# Why is it an issue?

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“The surest way to keep people down is to educate the men and neglect the women. If you educate a man you simply educate an individual, but if you educate a woman you educate a family.”

Dr. J. E. Kwegyir Aggrey, a visionary Ghanaian educator (1875–1927)

*Source: World Bank Report: Girl's Education in the 21<sup>st</sup> Century*



1. Lower fertility
2. Better child nutrition
3. Lower rates of HIV & AIDS
4. More girls go to high school
5. Lowers infant mortality rates
6. Reduces the rate of violence against women
7. Empowers them to reject adverse cultural practices

*Source: World Bank Report: Girl's Education in the 21<sup>st</sup> Century*

# Derivative Factors

- Lack of safe means of transportation



- Poor financial situation



# Derivative Factors

- Bad performance

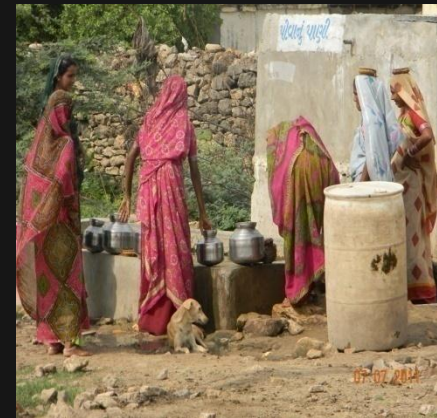


- Boy dropout rates



# Fundamental factors

- Social constraint
- Lack of motivation



- Context : Regional & Institutional
  - Issue: What & Why
  - Factors: Derivative & Fundamental
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# Recommendation

A Three-level approach to  
empowerment

- Level 1: Ensure girls currently at primary schools attend high school
- Level 2: Reconnect drop out women to mainstream education
- Level 3: Create post education employment opportunities



## ➤ Provide safe means of transportation

Pros	Cons
Effective	Expensive
Can be decentralized	Coordination issues
Government resources	Government bureaucracy

*Source: Frank Borge Weitzke, LSE Professor for International Development*

- Implement a targeted approach
  - Villages 5 km or more from a secondary school
- Decentralize authority to accountable people
  - Principals of primary schools - Mahinder Bhai
  - Head of village punchayats
  - Religious heads
- Work with government if need be
  - Gujarat State Road Transport Corporation

- Fund a CCT program at the secondary level

Pros	Cons
Induces behavioral change	Often short lived
Targeted	High admin cost

*Source: Frank Borge Weitzke, LSE Professor for International Development*

- Replicate an existing CCT program at secondary level
  - Vidya Lakshmi Bond
- Increase capacity
  - Expand TCSR's education group
  - NGO's: Sarvodaya Mahila Udhog Mandal, Seth Hansraj Pragji Thakersey Education Mumbai Trust
- Community funding
  - Individual donors: MLA of Dwarka - Phabhubha, TCL Contractors – Tejabha
  - Community funds: Muslim Fund for education – Sartar Bhai

- Educate community on gender equality in education
    - NGO's: Sarvodaya Mahila Udhog Mandal, Seth Hansraj Pragji Thakersey Education Mumbai Trust
    - Woman SHGs
    - Mahila Mandal i.e Woman Associations
    - Community leaders: Mahinder Bhai, Sartar Bhai, Tejabha, Phabhubha and etc.
    - Adult education centers
    - Boy Education
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- Improve the quality of primary education
  - Petition to the District Primary Officer in Jamnagar
  - Hire qualified and specialized primary school teachers
- Broader focus
  - Boy education
  - All castes

- Raise awareness of SNTD programs
  - Relevant means of mass media
  - Woman SHGs
  - Adult education centers
  - Mahila Mandal i.e Woman Associations
  - NGO's: Sarvodaya Mahila Udhayog Mandal
  - Community leaders
  - TCL workers
  
- Increase accessibility of SNTD coaching centers
  - Establish more coaching centers south of Dwarka
  - Increase capacity

- Create suitable and sustainable employment opportunities
  - Uday Foundation
  
- Encourage higher education in specialized fields
  - Enhance vocational training programs
  - Masters in Social Work and other relevant Masters programs
  - Computer education



- Level 1: Ensure girls attend high school
    - Transportation, CCT, Social Awareness & Other recommendation
  - Level 2: Educate dropped out women
    - Increase awareness & accessibility SNTD coaching centres
  - Level 3: Post education employment
    - Suitable opportunities & higher education
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# CSR

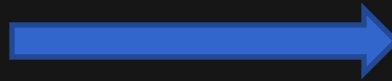
A necessity with an agenda ?

# A Tale of Two Worlds

Top-down Approach



More of a 'Necessity'



More of an 'Agenda'



Bottom-up Approach

- The Good:
    - Trust
    - Flexibility
    - Care
    - Challenging
    - Meaningful
  - The Bad:
    - Excuse driven culture
    - Rigid priorities
    - Professionalism
-

# The Good, the Bad and the Coolest

- The Coolest



# Pack Up!!!

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*“THANK YOU, THANK YOU VERY MUCH” – ELVIS PRESLEY*

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