



## Development Alternatives / TARAhaat UP project (UP, MP, Haryana, Punjab):

• Two-phase implementation comprising of recruitment and training of women Master Trainers, and large scale mobilization of women trainees across 40 TARAkendras



• Local language IT training curriculum deployed to meet needs of women trainees.

"The focus on women makes the program very special"
-Teena Bansal (Punjab)

## JP Programs for Women: Japan

## Social Circumstances Surrounding Japanese Women and MS Engagement as part of Community Affairs Activities

#### Social Circumstances

- Obstacles to female employment (support for reemployment, working mothers, etc.)
- Increasing DV and child abuse
- Aging and low birth rate
- Increasing divorce, single mothers
- Lack of male support in housekeeping/parenting

#### Gov't/Municipality Efforts

- Gender Equality Bureau of the Cabinet Office
- MHLW (job training, next-generation law, etc.)

#### Directions of support utilizing IT:

- Recovery of self-confidence for female DV victims
- Independence of women with financial difficulties through employment
- Promoting reemployed women's participation in the labor market
- Expanding collaboration with NPOs, municipalities, corporations in providing support

Corporate efforts (HR policies, community affairs activities, etc.)

Efforts of civic groups like NPOs

Assistance MS can offer through community affairs activities = UP Programs for Women

- > Support for IT skills learning for women in vulnerable positions with fewer opportunities to access IT
- > Assistance in broadening support through collaboration with NPO, municipalities and other businesses

### Implementing "UP Program for Women"



IT Volunteer Program (Predecessor of UP Program for Women)

By Tokyo Voluntary Action Center

Apr. 02~Mar. 04 Confidence recovery for women with difficulties



UP Program for Women By NPO Wing 21

Launched July 04
Job assistance for women in financial difficulties

UP Program for Women
By Yokohama Women's Association
For Communication and Networking

Launched May 05
Job assistance for women in financial difficulties

Up Program for Women
By Tokyo Voluntary Action Center

Launched summer of 05 Confidence recovery for women with difficulties

## JP Program for Women: Malaysia





#### MALAYSIA



#### Unleashing Potential

Melaysia has one of the most vibrant and fast-developing economies in Southeast Asia. Its businesses are thriving and its society is rich in culture and tradition. However, the employment market is still adapting to the needs and potential of particular demographics within the population. Disadvantaged women, namely single mothers and disabled women are usually homebound and constrained by their immobility. Social ignorance and prejudice place them at an automatic disadvantage when pursuing job opportunities. Unable to develop or pursue auble employment appartunities, many women who could be earning a reasonable income instead depend on state allowences.

Founded in 1998, elfornemakers has gained valuable experience in overcoming 'employmentmobility' issues. Through grass-voots activities it has developed tele-working and home. entrepreneuntrip amongst disabled people in the Klang Valley. In 2006, Microsoft teamed with efformemakers to offer Unimited Project (UP) program in Malaysia. The objective was to empower disadvantaged women and allow them to take personal responsibilities for their livelihoods, elfornemakers' chosen strategy was to give these women access to the Information and communication technology (ICT) skills they needed to become homebased administrators and assistants in commercial enterprises.

#### **Finding Opportunity**

Two aspects characterized the eHomemakers project and distinguished it from most UP initiatives. Firstly, the project was designed to be demand-driver; el-fornemakers surveyed: local companies to find out which services they believed could be efficiently provided from home-based employees, efforcemakers then designed the required training accordingly.

Secondly: The project was designed to be highly focused, concernating skills improvement on which training. Initially only 60 places would be made available, ethors makers would look for recruits amongst established non-government organizations which had pre-existing relationships with candidates. UP would capitalize on erformemakers' experience by dentifying those candidates who were most likely to gain long-term benefit from training and job placement.

\*eHomemakers has made it possible for me staying at home to take gives women like me be financially confident,

Lydio Teh: Author/elfomemaker



As focure-percenting strib! training program



than mere reforms and maternity benefits. Other measures... include, flexible time and place working arrangements teleworking and home offices"

Or Richard Leete, UNDP Resident Representative for Malaysia, Singapore and Brunei Davuscalam



I now make positive contributions Sontha Bisan, Managing Editor, PENITA

#### Selective Training

The eHomerrakers UP program commerced at the Pusat e-Komunity Lembah Pantai: a fully-equipped computer facility in Bangsar, Kuala Lumpur. Although five instruction were required to deliver the training course, etionemaken insited 10 women to receive instructor training. The five who showed the greatest aptitude would become instructors for 60 trainees. But training the chosen candidates requires more than a customized version of our ICT curriculum. The candidates - especially those without experience of an office environment - are certain to encounter cultural and professional challenges in pursuing new careers away from the action of a normal business environment. So the UP training course will also include specially designed soft-skills classes and motivational training.

#### **Future Unlimited**

"Increased female labor force This project was designed so that it could suppord to the commercial demands participation will require more of local companies and government offices. The more profesent twinners will be targeted for jobs as remote office administrators, while the more charismatic will be recruited as late-marketers. Others will be placed as office assistants, as their skills allow allomemakers will assist every one of its trainees in finding a suitable job placement, and they anticipate that this ambitious endeavour

> Real success though is something that happens over time. Training is never enough, and neither is placement. Experience from other countries indicates that continuous engagement with trainees is required to ensure that disadvantaged women can sustain careers through home-based ICT. This project is established in such a way that effortemakers can morntor and support its graduates well. after they first start work.

> Another challenge lies in expanding the scale of elfomemolors' project sp that hundreds can benefit. The commercial logic of their approach will assist with this endeavor. Even so, by halping only a comparatively small number of housebound women to become financially self-sufficient. UP can still positively impact the way that whole societies view them, independence earns self-respect. But more importantly, independence also combats the prejudice and ignorance which remain critical obstacles to every disadvantaged woman's potential.



#### Classroom Training

## Phase I Activities

Visiting



Participating NPO's Activity



Meeting with Student Volunteers



**Advisory Board** 



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Discussing on NPO's Action Plan



Training Kick-off



## Phase II



# Rural Women Entrepreneurship Guidance

**Local Computer Associations/** Micro e-Business Operation **Information Service Industry Associations**  Long term planning for e-Development Resource Repay Company website Iutual/Benefit and Collaboration Local Industry Promoting Associations Advanced e-promotion plan Create e-Advantages (Production/ logistics/Management..) Collaboration with local resources **Bridging Industry Digital Divide Program** Micro e-Business Mentoring Plan • Lead to the e-commerce in practice **Entrepreneurship Incubation Training** • On-line Auction & e-commerce Potentials Women Entrepreneurship Guidance Program Management and Promotion • Entrepreneurship resource connections Digital Opportunity Center/Community College Self-evaluation **Information Literacy Training**  Basic computer skill Digital Opportunity Center Training Plan • Internet & E-mail Resource Suppo Digital picture processing Supported by private sector's grant Guidance & Enhancement e-Window practicing platform

## Strategic Positioning of WOMEN UP, II

