



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

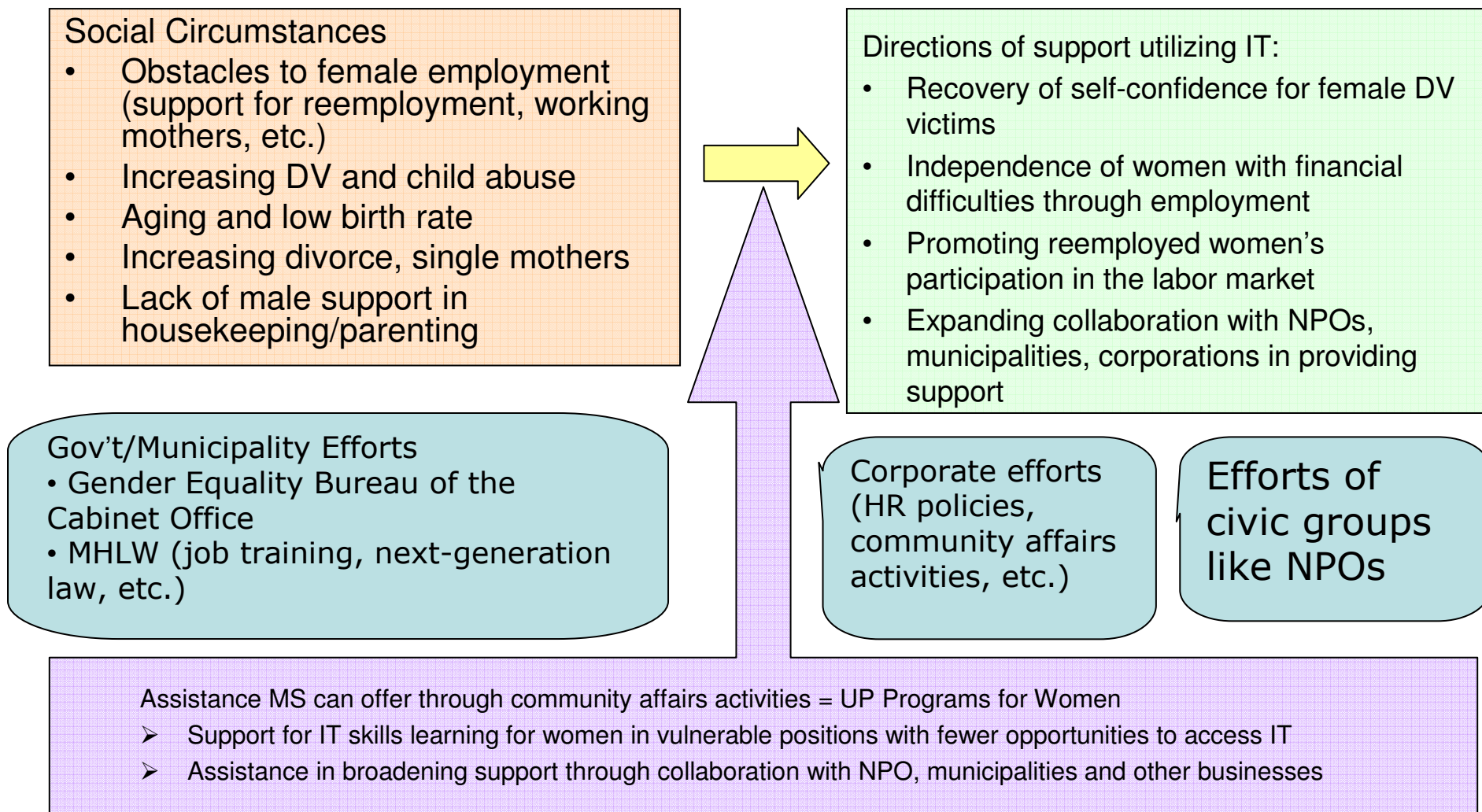
- Local language IT training curriculum deployed to meet needs of women trainees.

“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



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*

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Microsoft
Unlimited Potential
A women-only learning program

MALAYSIA



An eHomemakers celebration lunch.

"eHomemakers has made it possible for me to earn income while staying at home to take care of my children. It gives women like me the opportunity to be financially confident, whilst actively managing the home."

Cydia Jeth, Author/eHomemaker



An income-generating skills training program.

Unleashing Potential

Malaysia 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 viable employment opportunities, many women who could be earning a reasonable income instead depend on state allowances.

Founded in 1998, eHomemakers has gained valuable experience in overcoming 'employment-mobility' issues. Through grass-roots activities it has developed tele-working and home entrepreneurship amongst disabled people in the Klang Valley. In 2005, Microsoft teamed with eHomemakers to offer Unlimited Project (UP) program in Malaysia. The objective was to empower disadvantaged women and allow them to take personal responsibilities for their livelihoods. eHomemakers' chosen strategy was to give these women access to the information and communication technology (ICT) skills they needed to become home-based 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-driven: eHomemakers surveyed local companies to find out which services they believed could be efficiently provided from home-based employees. eHomemakers then designed the required training accordingly.

Secondly, the project was designed to be highly focused, concentrating skills improvement on select trainees. Initially only 60 places would be made available: eHomemakers would look for results amongst established non-government organizations which had pre-existing relationships with candidates. UP would capitalize on eHomemakers' experience by identifying those candidates who were most likely to gain long-term benefit from training and job placement.



A training session for single mothers.

Selective Training

The eHomemakers UP program commenced at the Pusat e-Komuniti Lembah Pantai, a fully-equipped computer facility in Bangsar, Kuala Lumpur. Although free instruction was required to deliver the training course, eHomemakers invited 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

This project was designed so that it could respond to the commercial demands of local companies and government offices. The more proficient trainees will be targeted for jobs as remote office administrators, while the more charismatic will be recruited as tele-marketers. Others will be placed as office assistants, as their skills allow. eHomemakers will assist every one of its trainees in finding a suitable job placement, and they anticipate that this ambitious endeavour will prove successful.

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 eHomemakers can monitor and support its graduates well after they first start work.

Another challenge lies in expanding the scale of eHomemakers' project so that hundreds can benefit. The commercial logic of their approach will assist with this endeavor. Even so, by helping 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.



Old craft, new outlook.

"Far from being a 'house-wife' I now make positive contributions to my family and society, as I play the dual roles of being homemaker and homeworker"

Suntha Buan, Managing Editor, PENJITA

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Phase I Activities

Classroom Training



Visiting



Advisory Board



Discussing on NPO's Action Plan



Participating NPO's Activity



Meeting with Student Volunteers



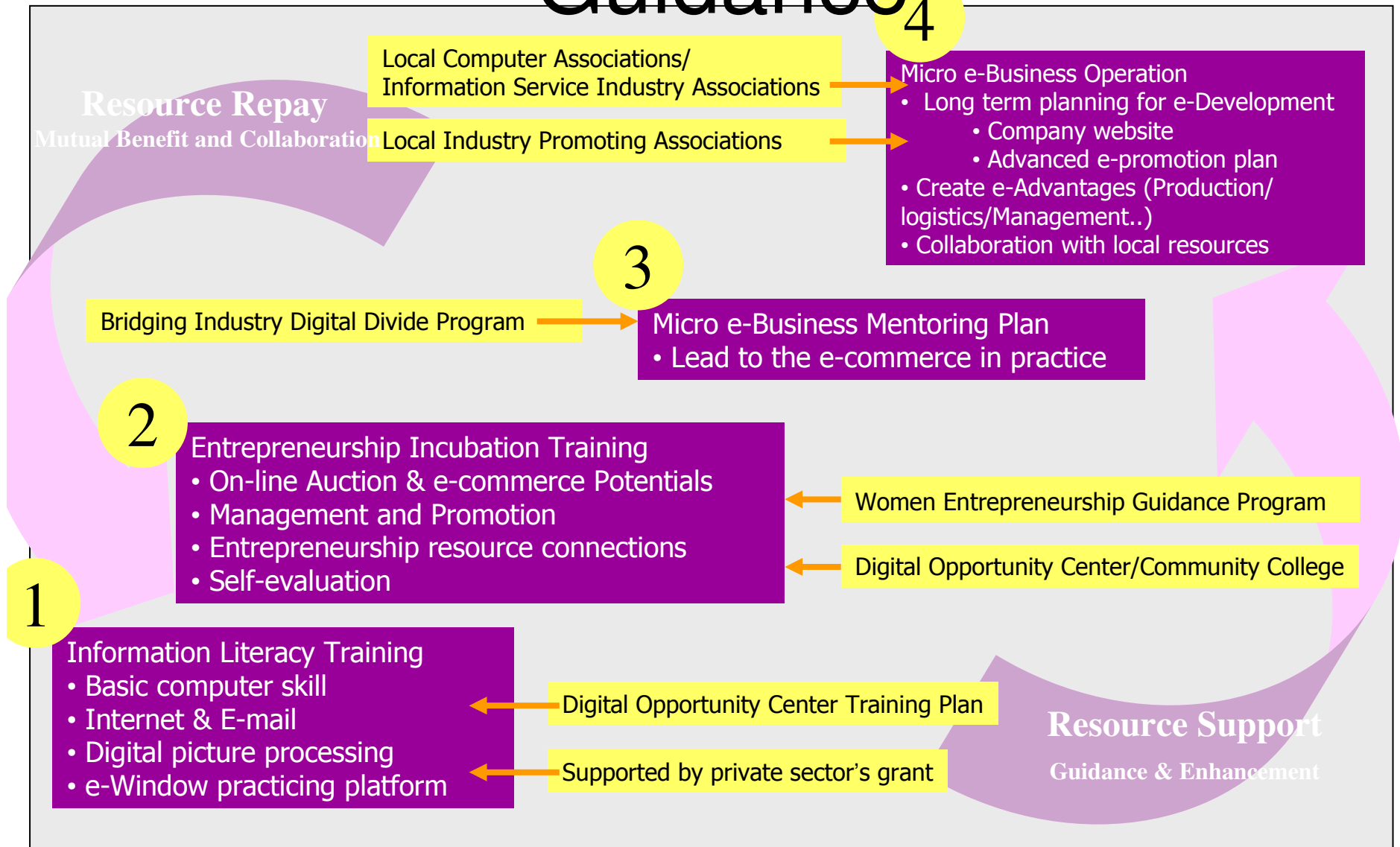
Training Kick-off



Phase II



Rural Women Entrepreneurship Guidance



Strategic Positioning of WOMEN UP II

