

Vision 2040

Thematic Area: Education

Intervention: ICT-cum-Communication Laboratory

Concept Note

Project Name:	ICT-cum-Communication Laboratory	
Project Identification Number:	MF/Vision2040/--/Aligarh/2016	Office Use Only
Location of Project: (Settlement / Area, region, province, Country)	Aligarh District (Could add more locations based on sponsor response)	
Implementing Agency:	Manappat Foundation in association with	
Contact Person (s):	Dr. Ahmad Faraz Khan, Regional Coordinator, faraz@vision2040.co.in	
Problem Statement:	<p>Of the five million odd graduates that India produces annually, only a little over half are employable in any sector of the knowledge economy. Inadequate English and computer skills are key factors holding back students, especially those from smaller towns.</p> <ul style="list-style-type: none"> • Only about 16% and 14% of the graduates are employable in sales and customer service or operations jobs, respectively. These require communication, cognitive skills and personality traits such as friendliness and agreeableness and in the latter numerical ability too. • Only one third of the graduates (36%) are suitable for employment in clerical/secretarial jobs, the sector showing highest employability for graduates, followed by IT-enabled services and BPO. These show 21.4% employability as they require relatively low skills. • In IT services and IT operations, only 13% and 16%, respectively are employable. • Just 2% are employable in corporate communication or content 	

	<p>development, for which the primary requirement is exceptional command over English and basic analytical skills.</p> <ul style="list-style-type: none"> • Only 3% are employable as analysts and a mere 2% in accounting. • In teaching, the employability is just 15%. <p>Tier III cities (less than five lakh population) seem worst off when it comes to exposure to computers, while in English both Tier II and Tier III need help. There is a huge gap in communicative skills and employability levels in non-metro cities.</p> <p><i>(Source: Times of India, 2015)</i></p>
<p>Project Summary:</p> <p>Objectives, expected results and main activities</p>	<p>The concept</p> <p>Under this project, specialized communication laboratories shall be designed. These labs shall focus on verbal and non-verbal communication skills of students. Use of IT for personal and professional productivity shall be the hallmark of this project. A dedicated pool of resource-persons shall conduct daily sessions for students in different batches. The academy shall be equipped with latest learning aides and ICT infrastructure. The academy shall also conduct short and medium term employment oriented capacity building programs for teachers and graduate students.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To focus on the fundamentals of communication. 2. Primary focus on improving communicative English as well as written English. 3. ICT shall be leveraged to its full potential as a learning aid for students. 4. Using IT for personal and professional productivity. 5. Virtual sessions by experts from across the world. 6. Comprehensive and continuous assessment and evaluation of students.
No. of Beneficiaries:	Direct beneficiaries- 240 students per year per lab.
Target:	5 Labs in 1 year
Project Budget:	Approximately INR 20- 25Lakh (US\$ 31,000- 38,000) per Lab as the capital cost. Recurring expense shall be recovered by a small fee from students.

	<p><i>*break-up of the budget shall be done on the basis of final assessment report</i></p> <p><i>*Cost in US\$ is rounded off</i></p>
Contribution from Implementing Agency	Manpower, Human Resource, Survey and Implementation model.
Monitoring & Evaluation	Regional Office, Manappat Foundation & Donors jointly
Donors:	

****A detailed project proposal shall be submitted to the donor with primary data & budget break-up for approval.***