



3 STEPS FORWARD



to achieve self reliance & empowerment



AN OBJECTIVE ASSESSMENT OF LADLI PROGRAM

Individuals and organizations who suggested and supported a path of empowerment:-

- Mr. Shaun Church, United Kingdom
- Ms. Katrina Barker, Ireland
- Ms. Birgit Løitegaard,
Art & Craft, Norway
- Ms. Anita Williams, Singapore
- Ms. Renate & Celia Barnett, Australia
- L'Arte del Vivere con Lentezza - The Art of Slow Living

OUR SINCERE THANKS TO ALL OF TEHM

CHILDREN OF LADLI

Case Studies

Gita- 17yrs:



Before joining to Ladli, she was living at Jaipur railway station & involved in rag picking & sell of water bottles. The group based at Railway station reported that she was frequently harassed & exploited by group of fake "Sadhu's" living at railway station. The sources also reported and confirmed that she has been repeatedly raped by someone and only due to this cruel incident she lost her mental balance and have suffered with major uterus infection. Eventually she traced and fetched by Childline staff which brought her to Ganga shelter home.

When she first arrived in Ladli she didn't understand anything. She was behaving like senseless. Further physically she got severe infection and wounds in her body. The doctors advised her to take a long treatment which took around 2-3 years of time. During this crucial & challenging period other Ladli girls provided a great care, love and affection to her. The staff healed her pain with immense love and concern.

Now she is very much settled and overcome the mental distress. In previous years she learned how to wash cloths, eating habits, holding things & even cooking. She uses and she can understand some symbolic language. Sometimes she laughs, greets people with folded hands, touch cheeks and express love, tries to dance with few steps and appreciates for new dresses and good actions. She is regularly attending the Ladli vocational training centre where she makes decorative birds from cloth material. It is always so great to receive letters on her name from our international volunteers and visitors; they all love her and cherish memories of meeting her at Ladli. Overall now she understands her responsibilities and shows a progressive social and cultural development.

Case Studies

Neeta -13 Yrs:



Radha belongs to a family of bonded labours based in Bihar region. She has many sisters and her parents are not earning enough to sustain them all. She along with her sisters worked as domestic servant since early childhood. Being domestic servant she experienced huge exploitation and has been physically harassed quite often by owners.

With the help of Childline, Jaipur & I-India team members she has been rescued from the owners and eventually enrolled in Ganga shelter home. She is a smiling girl and enjoyed every activity organised at Ladli vocational training centre. Through vocational training she gained expertise in jewellery making & handicraft sequencing.

Now she reintegrated/repatriated back to her family in Bihar and helping his parents to come out from the loans they took from unstructured organizations & individuals. The girl saved around Rs. 12000 from vocational training program and used this money to release 2 small piece of lands which are mortgaged against some cash loans. Further she purchased some raw food material like wheat, rice etc. for her family members.

Ladli – a vocational training program for abused, orphaned and destitute children.

Background



With hundreds of thousands of children and youth at risk on the street in India enduring poverty and abuse, - governments, non-governmental organizations and international bodies making serious effort to ensure the well-being of future generations, and ultimately, economic & social empowerment to marginalized population. Various arguments exist as to what are the 'best' methods to educate and eventually mainstreaming children and youth at risk; from residential programmes to home placement and formal to non-formal education programmes have been part of agenda for various organizations.

As trends concern half a million children in Jaipur are street children, out of it tens of thousands of children in city are engaged in child labour and receive no care, love & protection. For most of

these children their alternative is begging, child labour, or even prostitution, but at Ladli they learn to make jewellery and handicrafts - valuable skills in Jaipur.

Basics

Ladli, a vocational training centre developed by I-India, has been running since 2005. Children at Ladli come from the I-India shelters, neighbouring slum areas and streets. Ladli has capacity to accommodate 100 girls and 75 boys to join empowerment stream. Ladli offers jewellery making and embellishment courses for girls and handicrafts, bag & greeting card making for boys. Language of instruction is in Hindi but English classes are offered as well.

Over the years, Ladli has been trying to find a balance between offering formal education and vocational training, as we place importance on



both forms of learning. We incorporate more aspects of formal education as per CRC guidelines and advice of foreign volunteers in a bid to equip children with as many skills for the future, as possible.

The children who attend Ladli are from surrounding slum areas, the streets and I-India shelter homes. The children are taught together, rather than being segregated, as Ladli believes that mixing them speeds the learning process for everyone.



Charter

1. Ladli is a vocational training centre for deprived children.
2. It is a place for learning. Education, not production, is the priority.
3. In addition to vocational training, our children will be taught other subjects such as English, Maths, Drawing and Dance. These lessons will be fun and relaxed.
4. Ladli is for children from ten to eighteen years old.
5. It is to be a safe, friendly and healthy place.
6. The centres will be clean, well-lit and comfortable.
7. Our children will have adequate nutrition and drink, and receive regular medical check-ups.
8. Our children will not work or study for more than two hours without a break, or for more than seven hours a day.
9. Our children will receive fair payment for the work they produce. All children are guaranteed some money regardless of output.
10. Ladli is a success only if our children are happy.

Training

Ladli has not undertaken any formal surveys or studies or market needs in order to determine what skills to teach. Coincidentally, Ladli decided to teach jewellery making after an Irish jewellery designer visited them and said she could teach the children and staff. It also happens that Jaipur, a major tourist hub in India, is well known for its jewellery; especially if items are well made, considerably profits can be had.

Ladli decided to offer handicraft and fabric work training to the boys because they expressed a desire to learn such trades. The trades are differentiated by gender mostly because there are three campuses (one for boys, two for girls). If children want to learn other trades, they are referred to I-India's Learn to Earn programme.

There is no set length for Ladli's training programme. The programme is quite informal, and so there are no specific courses with set durations. At Ladli children are taught in small groups of 5-8. They spend the day rotating through different classes (jewellery making, primary education, personal hygiene and sanitation), as well as having breaks for food, exercise & dance classes. The centre is a safe and pleasant environment. The children are excited to come to Ladli; they laugh and have fun.

Additional Features

Ladli offers various features in addition to skills training. They offer life skills training, which involves learning about:

- bodily growth and development
- IT- Information Technology (recently added)
- personal hygiene
- menstruation
- HIV/AIDS awareness

On an informal level, they offer entrepreneurial skills development in that some of the boys have opened tailoring shops and Ladli trained them in management skills, granted money and machines, and set them up with apprenticeships beforehand. Ladli offers English and Hindi language training.

In terms of job placement, Ladli personally approaches potential employers and request them to hire some of their programme graduates. Potential employers are often known to Ladli personally, and children are getting placements on the basis of trust & skills for obvious.

Main activities of Ladli:



1. Promoting meaningful vocational training like:
 - For girls: Jewellery making
 - For boys: Handicraft & textile making & greeting cards designing
2. Mandatory educational program with fun for the personality development of children.
3. Community lunch for all children, everyday.
4. Ensuring recreational activities while they learn viz. indoor-outdoor games & aerobics.
5. TV/Movie Shows on Saturday
6. Counseling by child counselor to prevent them from depression & mental discomfort.
7. To develop art & craft aptitude for their creative development.
8. Recreational activities:
 - For Girls:
 - Indian classical dance "Kathak" lesson thrice in a week for fitness & reminding their cultural tradition.
 - For Boys:
 - *Indoor-outdoor games & other recreational activities.*
9. Complete health care children attending the centre.
10. Entertainment visits to zoo, bazaar, and movie etc. (4 times in a year)
children have visited places far away like Udaipur, Mount Abu & Shirdi.
11. Marketing of products (manufactured at Ladli) to sustain the program
12. Basic computer knowledge (Through recent Ladli IT Programme)

Participants

| | |
|---|------------|
| Total Enrolment of the girls in Ladli (Girls) | 95 |
| Attendance of the girls in Ladli (Girls) | 70% to 80% |
| Total Enrolment of the boys in Ladli (boys) | 75 |
| Attendance of the boys in Ladli (boys) | 50% to 60% |
| Children between age 14-16 | 80% |
| Children between age 10-11 & 17-18 | 20% |

Currently there are 75 boys and 95 girls enrolled at Ladli. 15 of the boys are from the I-India shelter, and the rest are from the streets and slum areas.

25 of the girls are from the I-India shelter, and the rest are from the streets and slum areas.

- 80% are between the ages of 14 and 16
- 20% being between 10 and 11 and 17 and 18

The permissible age range for children at Ladli is from 10 to 18 years. Half of the children at Ladli are male, and half are female. 20% live on the streets, and 40% live in the slums. 80% of those living on the streets and slums live with family, and all children at the shelter are without family.

80 to 90% of the children are recovering or suffering from substance abuse. 90% of the children's previous employment histories included rag picking, labouring in factories, working in shops, selling of water bottles, shoe-shinning, begging and working as domestic servants with no educational support

Ladli faces four major problems in enrolling children and motivating them for training:

1. Parents sometimes do not allow their children to enrol at Ladli because of the perceived opportunity cost of them being able to earn money on the street.
2. The children change their minds often and find it hard to commit to the programme.
3. The children sometimes find it hard to adjust to the organized atmosphere of Ladli.
4. The children want to earn money quickly, on a day to day basis, rather than learn skills that will equip them to earn more money in the future.

Product Making



Ladli's vocational training programme is linked to product making. They make and sell jewellery, bags, and handicrafts. Products are sold in the following ways: people come to the centre and buy products directly, shopkeepers order products for resale, tourists visit the centre and buy products, and orders from abroad. Orders are made over the internet, or by existing Ladli contacts, or by word of mouth. Products are priced by a team of volunteer workers. They take into account cost and expenses of Ladli.

Ladli's marketing techniques include contacting potential buyers, distributing advertising pamphlets in hotels and restaurants in Jaipur, linking with Intrepid Tours and facilitating sixty to seventy visits per year from tourists, and being featured in the Lonely Planet Indian travel guide. This combination of techniques garners them many visitors and makes sure they are well known in the Jaipur area.

Ladli buys raw materials from the Jaipur markets. The sale of their products generates varying revenues. Revenue goes back into funding the entire Ladli programme. Costs include children remuneration, rent, employee salaries, food, medical care, production unit costs, transport and more.

Payment System

Ladli pays children in two ways:

- 1 – pocket money
- 2 – piece rate for production

Pocket Money:

Ladli pays its children cash pocket money of Rs 30 a month. The same amount will be paid by I-India's homes to the children not attending Ladli. The intention is that there will be no immediate financial incentive for children to go to Ladli rather than school.

Slum children do not get pocket money from us. They get it from parents- because we pay them in full.

Piece Rate For Production

All children will be paid for products they make, provided they are of an acceptable standard. For the I-India children this amount will be paid monthly into their bank account, access to which will be granted when the child reaches eighteen years old or when they leave I-India. The other children will be paid monthly in cash. Calculation of pieces is not subject to the sales rather every single piece developed during training is completely paid to the children.

Bank Accounts

| | | |
|---|------------------------------------|--|
| 1 | No. of children operating bank a/c | 45 (19 Boys & 26 Girls) |
| 2 | Name of the bank | Bank of Baroda, DCM Branch, Jaipur. |
| 3 | Total amount deposited in bank | 2,56,093.00 INR |
| 4 | How much money withdrawn | 87,771.00 INR |
| 5 | Maximum amount in one's a/c | 26,997.00 INR |
| 6 | Minimum amount in one's bank a/c | 549.00 INR (dropped out girl) |

Facilitators

Ladli hires one vocational training teacher for every ten children. For academic studies, there are two teachers and two to three foreign volunteers per 70 children. All teachers and facilitators are between the ages of 25 and 40. 90% are female and 10% are male. All have completed at least up to the 12th standard and some are graduates and master degree holders. Teachers and facilitators are trained in their respective vocation and also have experience working in those vocations.

Ladli Finance

Ladli is a self financed programme, of course, it was initially supported by the individuals donors and companies.

It is totally non-profit making venture to support orphaned, abused, street & slum children. At present, it is sustained through sale & donations.

INCOME & EXPENDITURE STATEMENT OF LADLI

| S.No. | Particular | 2005-06 | 2006-07 | 2007-08 |
|-------|----------------------------------|--|-------------------|--|
| 1. | Sales | 338517.50 | 3159118.00 | 4196917.00 |
| 2. | Donations | 80465.50 | 185742.00 | 419825.00 |
| 3. | Grants | 776551.00 | 187959.00 | 0.00 |
| 4. | Money received (Total) | 1195534.00 | 3532819.00 | 4616742.00 |
| 5. | Money Spent (Total) | 1007575.00 | 3532819.00 | 5167237.00 |
| 6. | Surplus or deficit | (+) 187959.00 (carry forwarded for next year) | 0.00 | (-) 550495.00 |
| | | | | Sale amt. due 1200000.00 |
| | | | | Balance c/f (+) 649505.00 (will be utilized in 2008-09) |

EXPENDITURE STATEMENT

| S.No. | Particular | 2005-06 INR (%) | 2006-07 INR (%) | 2007-08 INR (%) |
|-------|---|----------------------------|-----------------------------|-----------------------------|
| 1. | Vocational Raw material | 500823.00 49.71% | 1353032.00 38.29% | 1785910.00 34.56% |
| 2. | Master Trainers & Others Staff salary | 94100.00 9.34% | 711000.00 20.13% | 979380.00 18.96% |
| 3. | Young child Incentives | 64414.00 6.39% | 335632.00 9.50% | 812949.00 15.73% |
| 4. | Transport / Conveyance | 24192.00 2.40% | 204023.00 5.78% | 303361.00 5.87% |
| 5. | Printing / Publicity/Advocacy | 72675.00 7.21% | 252656.00 7.15% | 293140.00 5.67% |
| 6. | Nutrition | 8963.00 0.89% | 164403.00 4.65% | 296617.00 5.74% |
| 7. | Vocational Centre rent | 70000.00 6.95% | 164000.00 4.64% | 242500.00 4.70% |
| 8. | Teaching learning material | 7281.00 0.72% | 60770.00 1.73% | 145441.00 2.81% |
| 9. | Water/Electricity /Telephone | 30646.00 3.04% | 86668.00 2.45% | 135542.00 2.62% |
| 10. | Maintenance, Packing & other General Exp. | 22689.00 2.25% | 103085.00 2.92% | 135711.00 2.63% |
| 11. | Furniture & other equipments & machines | 111792.00 11.10% | 97550.00 2.76% | 36686.00 0.71% |
| | Total | 1007575.00 100% | 3532819.00 100% | 5167237.00 100% |

Participants do not pay for their courses. The cost is bore entirely by Ladli. Funding for the programme is self-generated by the Ladli production unit. The average salary for skills trainers at Ladli is 3000 rupees per month.

Problems and Lessons Learned

Ladli's lessons learned are as follows:

- Vocational training is most important for the rehabilitation process of children at risk. If children are empowered economically, they can survive with grace and dignity.
- Vocational training must be linked with education and mainstreaming. Without education empowerment is harder for children to achieve.
- Vocational training can not be done in isolation; it must be offered in conjunction with life skills training, health care and other personality development components to give it a more holistic approach.
- Vocational training programmes need well-developed marketing strategies if they are to be self-sufficient.

Some of the problems faced by Ladli are as follow:

- Convincing children to continue staying at Ladli is difficult. They often need to justify the opportunity cost of staying on.
- Ladli is dependent on big orders and therefore their funding relies heavily on operating as a business with proper marketing and financing.
- There are behavioural issues especially with teenage girls at Ladli.
- Sometime girls are not convinced to study
- Sometime they prefer to spend money rather than depositing it in bank.

Future plans for Ladli include:

- Establishing more Ladlis across Jaipur.
- Offering more services.

Changes occurred in personality of Ladli children:

1. Increased self esteem & self confidence
2. Increase in Empowerment & assurance of future
3. More aware of education
4. Temperamentally cool, balanced & rational
5. Feeling of security
6. Disciplined, time-budgeting
7. Realization of importance of money
8. Changes in attiquettes & behaviour like less use of bad immoral words & language
9. Resolve to kick bad habits like chewing tobacco etc.
10. Aware of saving their money into banks etc.

Changes occurred at shelter level:

1. Low incidents of fighting
2. Systematic/ busy routine of life
3. Adjustment capabilities increased/children mingled with each other & staff.
4. No Jealous, recognition of personal skills & capabilities of others
5. Positive Competitions



ladli

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