



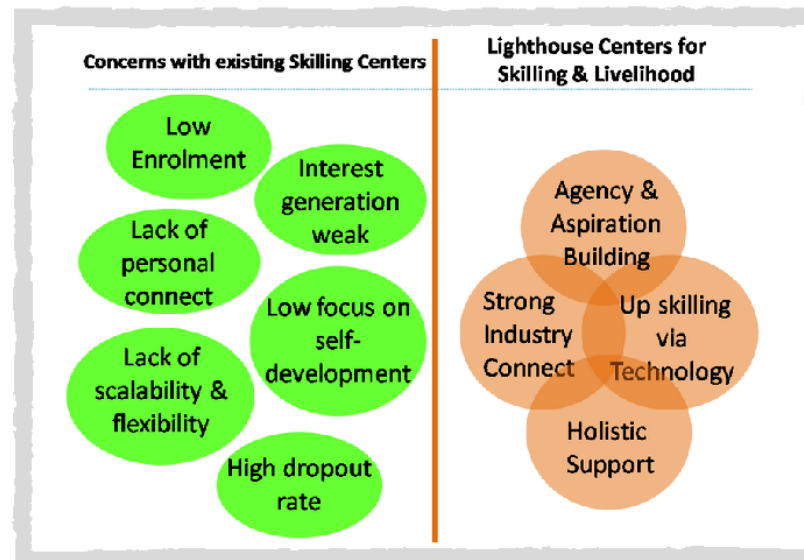
A Pune Municipal Corporation – Pune City Connect Initiative



Need for a new paradigm in skills and livelihood



Skills development programmes in India need to motivate youth, provide the right skills in a timely and engaging manner and ensure that graduates of skills programs stay engaged in their job or profession. At the Lighthouse, these challenges are tackled head-on and candidates are provided an experience that inspires, motivates and ensures success.



Lighthouse: Center for Skilling and Livelihood

The Lighthouse is a sustainable livelihood program for urban youth. It is a space of sunlight and joy, of emotional safety and holistic support. A space where youth who have grown up in adversity can discover themselves and find their place in life.

Currently, there are 4 Lighthouses in Pune- Aundh, Yerawada, Hadapsar and Warje. The vision is to set up one Lighthouse in every ward, that is, 15 Lighthouses in all.

The Lighthouse Journey



A young person is offered mentoring support to carve out a career path filled with joy and confidence. The journey comprises the following stages:



Technology at the Lighthouse

At the Skills Lighthouses, we employ state-of-the-art technology such as Video Walls, Augmented Reality and Virtual Reality



A student is using Augmented Reality to understand the functioning of an air conditioning unit



A student is immersed in the world of a Nurse through a Virtual Reality experience

Lighthouse as a Public- Private Partnership



The Lighthouse model is a Public Private Partnership that enables the Government, Corporates, NGOs and Citizens to work together towards transforming lives.



Pune Municipal Corporation provides the location and the capital expenditure for renovating & setting up the Lighthouse.



Corporates provide support for operational expenses, through CSR funds.

Lighthouse Donors:



Impact so Far : 4 Lighthouses



4900 stories of change

4900 youth enrolled; each one is a story of change

Sense of possibility | Agency | Resilience

Skills | Jobs | Entrepreneurship



1300 youth placed; rest in progress



160 of 486 slum communities of Pune already impacted

Leadership | Gender Equity | Social Harmony | Citizenship

Methodology: Enrol youth from more than 20% of the households in each community, thus leading to social and economic transformation



Sustainable livelihood ecosystem in place

20 Digital Literacy Centers

24 Skilling Partners

585 Placement Organisations

....direct impact on Pune's economy!

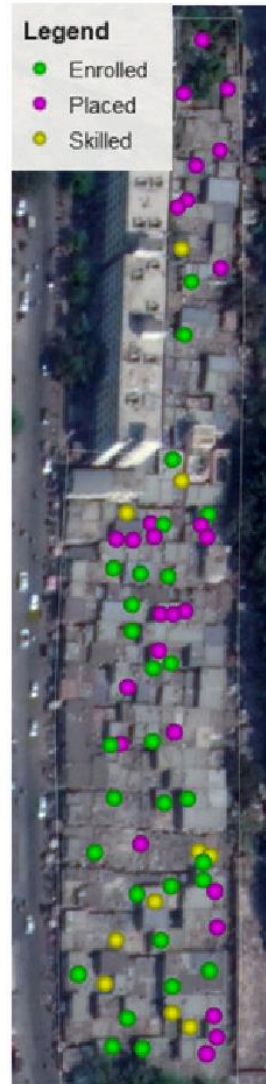
Case Story: Ambedkar Vasahat Slum Community



Total no.of Households: 412

Enrolled : 20% (84 Households) • Skilled: 10% (41 Households)

• Placed: 7% (27 Households)

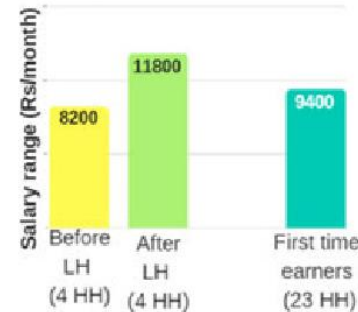


On the left is a satellite image of Ambedkar Vasahat: a slum community in Aundh, Pune. The colored dots on the roofs of the tenements indicate whether a youth from that household is enrolled in, skilled or placed through the Lighthouse.

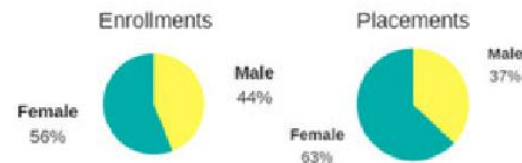
Economic Development

A total of 27 students from Ambedkar Vasahat are placed in the following roles:

- | | |
|------------------------|-----------------------------|
| Accountants (4) | Beautician (2) |
| Software Developer (1) | Customer Care Executive (3) |
| Chef (2) | Data Entry Operator (3) |
| Technician (1) | Delivery Incharge (1) |
| Office Boy (1) | Commercial Driver (1) |
| Fitness Trainer (2) | Electrician (1) |
| Nursing Assistant (1) | Faculty (1) |
| Sales Executive (1) | Administrator (1) |



Gender Equity



Goals



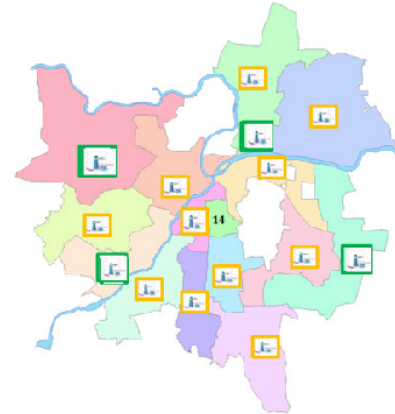
Access to all

One Lighthouse in each administrative ward (15 in all)

Community Transformation

...across all 486 communities of Pune
| Youth Leadership | Social Harmony | Citizenship |
| Gender Equity |

25000 Youth with 'agency' and skills by 2021



*Green icons - current Lighthouses

*Yellow icons - potential Lighthouse locations



Setting up and running a Skills Lighthouse

The Pune Skills Lighthouses have been a successful PPP model between the Pune Municipal Corporation (PMC) and Pune City Connect (PCC). PCC is a Section 8 Non-Profit company set up by the corporate sector to research and provide new models for education, digital literacy and skills in the city. PCC raises money from CSR funds and philanthropic forums in India and abroad to fund operating expenses and PMC provides the physical Lighthouses fully equipped with all required technologies.

We envisage that a similar model can be developed in every city in partnership with the State or City Government and/or the Smart City entities.

Contact ruchim@punecityconnect.org (Ruchi Mathur, CEO, PCC) for more details

Please Do Visit Us!



The Lighthouse Complex, Off Bremen
Chowk,
Spicer College Road, Aundh,
Pune 411007

www.pmc.gov.in
www.punecityconnect.org

Contact: pcc@punecityconnect.org



Our Vision
Sampoorna Pune.
Every Life Enriched.

Mission
Government, Corporations, NGOs and Citizens working in alignment towards a vibrant and inclusive city where every individual can contribute and succeed.

Values
Empathy
Inclusion
Courage
Integrity



Sustainable Livelihood: Alumni from Aundh Lighthouse



About Pune City Connect
Pune City Connect is a Section 8, non-profit company that provides a platform for collaboration between Pune Municipal Corporation, Corporates, NGOs and citizens. Its objective is to institutionalize a forum for various stakeholders to work in synergy towards the development of the city.

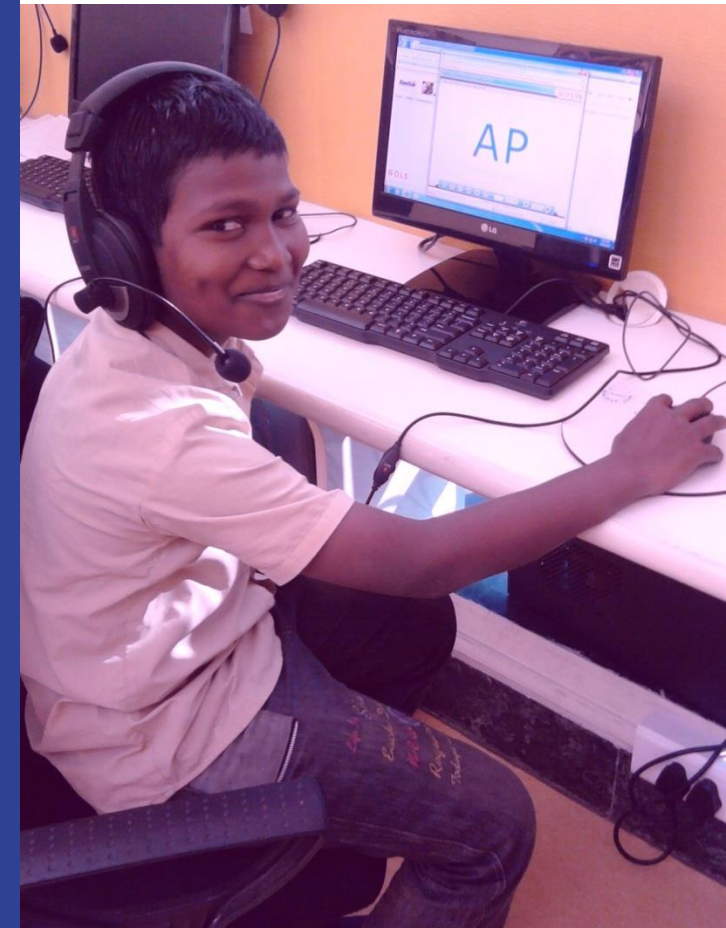
Our Work
Pune City Connect works in the areas of Education, Digital Literacy and Sustainable Livelihood.

Contact us @+91 7888095967
or
pcc@punecityconnect.org



Pune City Connect

**A collaborative platform for
large scale social
transformation**





Digital Pune Mission

Through the Digital Pune mission, we aim to make Pune a digitally empowered city by training at least one person per household in 2,00,000 low income households. This will equip them with the skills to leverage the internet for an improved quality of life. Digital Empowerment Centers and Buses are operational across the city, each with two facilitators. Transformational Impact: Alumni who **iSHARE**. These are alumni who have a Digital Identity and are **Smart** (online banking and services), **Helpful**, **Aware** (of government schemes and tools for change), **Resourceful** and **Empowered** (to bring about economic and other change for themselves and others).

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16 Digital Literacy Centres & 6 Buses set-up,
35000 students trained and digitally empowered

July 2015 – till Nov 2018

Donors

BNY Mellon, Capital First, Compucom, Cybage, Ecolab, Kesari Tours, Piaggio, Principal Global

PMC Support

Location (space) & Capital Expenditure for each Digital Empowerment Centre; support with community mobilization

How you can contribute

- Operating Expense of Rs. 9 Lakh/ year per Digital Empowerment Centre
- Donation of tech devices, such as tablets or phones



Quality Education in PMC Schools

To significantly improve the quality of learning in municipal schools in Pune, the Education track comprises of two strategic projects with the PMC: Sahyogi Dal and Model Schools. The "Shikshak Sahyogi Dal" was created as a support cadre (of teacher mentors/coaches) from within the existing PMC system that coaches & develops 1000 teachers in instructional & pedagogical skills across 172 Marathi medium schools. The Model Schools aim to institutionalize excellent teaching and learning practices across 13 schools, that can be scaled across all schools in PMC. The focus is on creating a holistic learning environment for students through improved teaching learning practices and deeper community engagement.

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1200 teachers being trained across
185 schools impacting 40,000 students

July 2015 – till Nov 2018

Donors

Compucom, Forbes Marshall, IMRB International, Thermax

PMC Support

Appointment of full time teacher mentors for the Sahyogi Dal project; learning infrastructure for Model School Labs, policy changes as required

How you can contribute

Financial support for Model School interventions (total of Rs. 1 crore/ year) and Sahyogi Dal Projects (total of Rs. 1 crore/ year)



Sustainable Livelihood for Youth

Lighthouse: Centre for Skilling and Livelihood, is a multi-disciplinary project, with a holistic approach to skill development and employment. The program gives youth a chance to discover their inner potential, to build a 'sense of self' and have the opportunity to explore a range of economic growth avenues. The Lighthouse acts as a hub for the ward as a whole, and also an instrument of social transformation for the entire city. The program's objective is to achieve social renewal of urban slum communities by establishing one Lighthouse in each of the 15 administrative wards of Pune.

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5 Lighthouses set-up and running,
5000 youth enrolled into the Lighthouse and 1300 youth placed in jobs as well as entrepreneurial ventures. 500+ placement partners.

July 2016 – Nov 2018

Donors

Aspirify Energy, Atos, Capital First, HSBC, Jet Synthesis, Principal Global

PMC Support

Location (space) & Capital Expenditure for each Lighthouse; support with community mobilization

How you can contribute

- Operating Expense of Rs. 1 crore/ year per Lighthouse
- Placement support for Lighthouse Alumni

*All Rupee figures mentioned are approximations.