



LINK WOMEN PROJECT

DIGITAL UPSKILLING FOR YOUNG WOMEN

A JOINT PARTNERSHIP BETWEEN UN WOMEN, LINKEDIN AND PLAN INDIA

#LINKWomen

About Plan India

Plan India which is a nationally registered not for profit organization striving to advance children's and youth's rights and equality for girls, thus creating a lasting impact in the lives of vulnerable and excluded children and their communities. Since 1979, Plan India and its partners have improved the lives of millions of children and young people by enabling them access to protection, quality education, healthcare services, a healthy environment, livelihood opportunities and participation in decisions which affect their lives. Plan India is a member of the Plan International Federation, an independent development organization that works in 27 states in India including Maharashtra .





Background of the project

Recently, Plan India has launched a new intervention named “ LINK WOMEN PROJECT “ in Mumbai, Greater Mumbai and Pune with an aim for advancing gender parity in women’s workforce. The proposed project will primarily focus on empowering young girls in the age group of 19 to 24 years pursuing their higher education (including distance learning) and/or technical vocational education.

The purpose of the project is to improve employability skills of 2500 young girls through career guidance and imparting soft skills by organizing trainings which is completely free of cost. The total sessions will be of 85 hours duration and to be conducted in chapter wise. In addition to this, there would be also scope for exposure visits of such young girls to various job fairs and interaction with potential service provider agencies in connection to access employment opportunities.

Key Objectives



Understand the current and future skills needed among young girls for accessing higher and technical education, employment and entrepreneurship information.

Enhanced awareness on employment pathways and 2500 young girls enabled to pursue career aspirations.

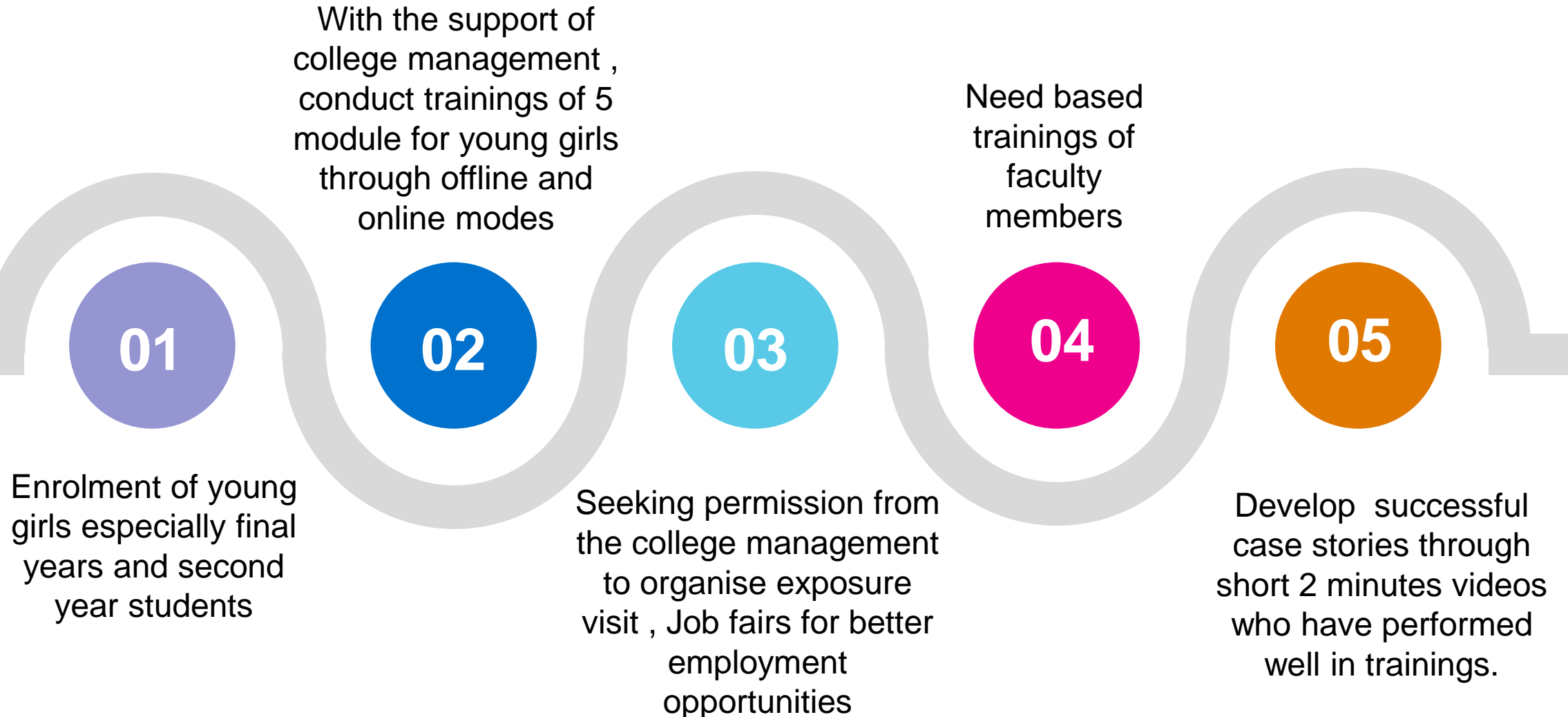
Enhanced capacity of young girls on transferrable, digital skills for increased employability through blended trainings.

Training Plan for

Training will be conducted for young girls basis of 5 modules as per the given table through offline and online modes.

Training Modules	Total Time Duration 85 Hours
Module - I: Digital marketing Digital marketing (Using the digital space to promote products and services)	15 hrs
Module -II: Smartphone Smartphone as a tool for business (boost productivity, mobility, safety and morale of workforce. Improve customer service. remain in contact with the office, customers and suppliers)	5 hrs
Module -III: E-platforms E-platforms (like LinkedIn) for networking and job search)	5 Hours
Module -IV: Soft skills Soft skills (resume drafting, interviewing, presentation, networking),	20 Hours
Module-V: English, and, employability skills English, and, employability skills (creative problem solving, smart remote communication, collaboration, negotiation) and refresher on basic computer course	40 hrs

Expectations from college management





Thank You

Plan India

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Plan India.

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(Landmark - Near Mudra Banquet Hall)

PROJECT OUTCOME

- This link women project is introduced in the Ismail Yusuf Campus and conducted in 2 batches.
- Total 134 girls benefited from the initiative.
- Enrolled girls received students kit bags and Samsung Tabs distributed by LinkedIn.
- The major outcome of this project was the distribution of Samsung tabs to enhance and upskill the digital knowledge of participants who belonged to the underprivileged sector.

Distribution of Tablets through Principal Dr. Bhavita Chavan



Project Coordinator: Dr. Anjali Alekar

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Distribution of Education kit through Principal
Dr. Bhavita Chavan



GPS Map Camera

Mumbai, Maharashtra, India

Jogeshwari (E), Lal Building, 4VM3+FW3, Hardevi Society, Natwar Nagar,

Jogeshwari East, Mumbai, Maharashtra 400060, India

Lat 19.133514°

Long 72.854751°

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Project Coordinator: Dr. Anjali Alekar

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