



**Linking India's disadvantaged to the Digital Age:
Creating opportunities & Sustainability for the Children
and Youth– Empowerment & Rights, NGO Network
Support, Climate Change & Natural Resources
Development, Skills Development & Incomes, Sports**

Chetan Sharma –Founder

Datamation Foundation

(A Non-Profit Organization)

DATAMATION FOUNDATION: BACKGROUND

•An international think-tank on Sports, Climate Change & Natural Resource Management, Gender and Skills Development established in 2002.

•Winner of two National Awards of the Govt. of India—Silver Icon on Exemplary ICT Leadership & Achievement

•Experienced Development Professionals have been nominated to the Board. Some of these are :

- Mrs. Sarita Sharma**
- Dr. Mondira Dutta**
- Mr. Som Trivedi**
- Mr. Chetan Sharma**
- Special permission has been sought from the Govt. of India for nominating few International Development Experts on the Foundation's Board.**
- Full-time staff & Volunteer staff of 55+ 10 Centres operational.**
- Sounding Accounting & Transparent Accounting.**
- Permanent FCRA.**



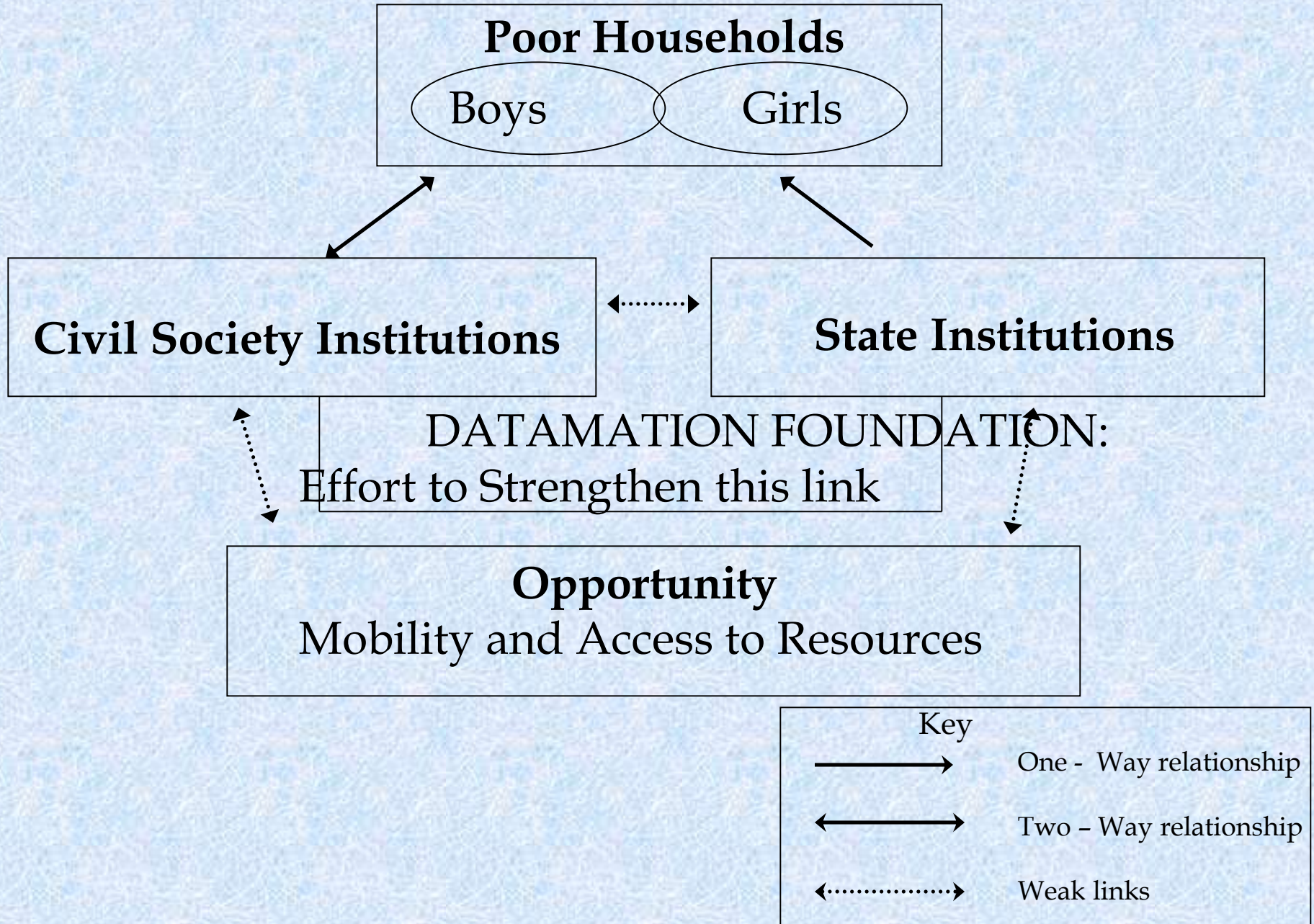


**DATAMATION FOUNDATION
A NON-PROFIT ORGANIZATION & THINK TANK**

***Advocate, Implement Development Programs & Demonstrate significant policy pointer the Global & National level aligned with the UN SDG.**

The Foundation also designs and implements innovative economic empowerment and livelihood initiatives supported with effective health, education, nutrition, climate change & natural resources management, agriculture, skilling targeted towards women and marginalized communities.

Institutions & Access to Opportunities: Women & Disadvantaged



DATAMATION FOUNDATION- AN ENDURING PARTNERSHIP BETWEEN PRIVATE AND VOLUNTARY SECTOR FOR EMPOWERING THE DISADVANTAGED TO GET JOBS IN THE INFORMATION SOCIETY



FRAME WORK

- **Consistent interface and partnership with select voluntary groups imparting IT education to the deprived & marginalized. Communities – Rural Youth, slum children, dowry victims, people from economically weak background for the creation of sustainable livelihood**



OBJECTIVES

- **Recruit qualifying candidates from the voluntary groups in employment at Datamation and at client sites.**
- **Lobby with the private sector for employment opportunities for the deprived.**
- **Provide technical inputs to the voluntary groups for improving the quality of their IT education.**
- **Target students are from very deprived backgrounds including people with disabilities (PWD), innovative tools are deployed for personality development, life-skills improvement and for sharpening the understanding of IT concepts.**
- **Support curriculum development in local languages.**



PARTICIPATING COMMUNITIES & VOLUNTARY GROUPS

Nari Raksha Samiti (A women's self-help group imparting it education to needy girls & dowry victims)

- **Prayas** (A non-profit dedicated for juvenile delinquents & slum kids)

- **Deepalaya** (A non-profit dedicated for rehabilitation of slum kids)

- **TARahaat.com**(A non-profit dedicated to IT education in the rural areas of UP and Punjab

- **Dr. Reddy's Foundation** (Part of Dr. Reddy's Pharma Group)

IRAKSHA
SAMITI



PARTICIPATING COMMUNITIES & VOLUNTARY GROUPS

• **Udayan** (An orphanage for girls run by socially conscious women in the spirit of a family home)



• **Arise & Shine Church International** (A registered orphanage).

• **Help Care Society** (Registered society supporting care of the girl child).

HELP CARE SOCIETY



How this works/deliverables ?

- **Select jobs within Datamation are set aside for the voluntary groups.**
- **Recruitment from the voluntary groups expected to increase manifold with the increase in sales turnover at Datamation. Support from the Corporate sector is also being sought.**
- **No discrimination based on economic & social background.**



Datamation Foundation : Skills Development for the women

- **Post-recruitment , A dedicated group is responsible for the mentoring & training new recruits.**
- **Mentoring includes exposure to professional work environment, basic etiquettes, work ethics, quality standards, quality assurance process, fundamentals of data conversion & document conversion business.**
- **Post-mentoring/training session; new recruits work on live projects.**
- **Ongoing refresher / reinforcement courses are organized on continuing basis.**



CHALLENGES: Women & PWD's participation in the work force

- **Deprived backgrounds mandated to deliver in a highly competitive industry.**
- **Past legacy very difficult to overcome-requires lot of effort to heal.**
- **Technical perception being low constant refresher programs needed.**
- **Alternate skills development is also necessary and is a special focus at Datamation.**
- **PWD & Women employees need constant counseling and mentoring.**



CHALLENGES: Women & PWD's participation in the work force

- **Difficult to sustain women & PWD employees in a high pressure ICT industry. child).**
- **Assimilation process between the have and have-not is slow**

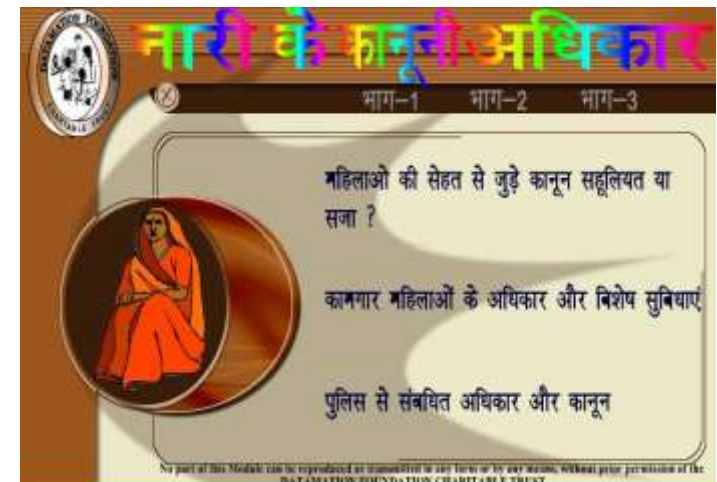


Datamation Foundation : Gender Resource & Community Multi-Media Centre, Self-Help Groups (SHGs) & Women Groups

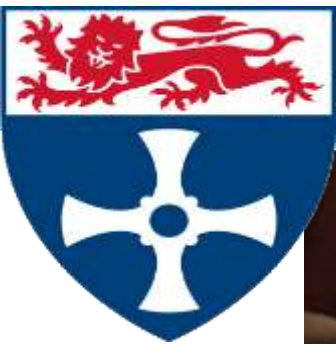
- We reach out to the poor and the disadvantaged women & youth in North-East Delhi India's National Capital City & 10 districts of the biggest North Indian State –Uttar Pradesh.**



Health Program Implementation & Learning : Maternal Child Health, Women Health & Rights



Forward-Backward Market Linkages for Micro-Insurance, Micro-Credit & Micro-Enterprise Development



Chikan CAD, Corel Draw and Photo Shop printed & hand embroidered.









Income & Livelihood Opportunities facilitated for women

- 670 small businesses facilitated for women in trades such as Beauty Parlors, Beauty Saloon, Garment Shops, Boutiques, Tailoring Units, Tiffin & Catering Centres, Packaging Units, Food Processing Units, Grocery Shops, Stationary Shops, Gift Shops.
- ICT enabled trades such as Data Entry outfits, Book Keeping, Design & Composing, Multi-Media Design, Hardware & Networking support units.
- 34,700 women & young girls linked to Income Generation Opportunities.
- 1275 young educated girls placed in full time jobs.





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C001



C002



C003



C004