

F. No. 5-1/16/2021-22 WW&CB (NCW)
National Commission for Women
New Delhi
Women Welfare & Capacity Building Cell

Notification

National Commission for Women (NCW) has proposed to initiate 'Second Innings Movement, which will focus on Promotion of Work for Housewives, by organizing Career Counseling Sessions for Home Makers'. The proposed counseling sessions will focus on identification of best employment opportunities available for the target group and way forward. The target group will also learn basic introduction to communication and interpersonal skills, professional career skills, which will help them to enter the market.

Details of the proposed initiative are enclosed. The interested and motivated departments may get associated with NCW program for promoting empowerment of female force. It is also to be mentioned here that the entire cost of the training i.e. remuneration to resource person and miscellaneous expenditure will be borne by NCW, details of which are also placed in the enclosure.



(A. Asholi Chalai)

Joint Secretary



SECOND INNINGS MOVEMENT

Promotion of Work for Housewives: Career Counseling Sessions for Home Makers

Home makers are undoubtedly the strongest pillar in a functional family. Their multitasking ability is why a household never falls apart. Given the opportunity, these women can work to support themselves and the family financially as well. All they require is a little guidance. Most of these women are already educated enough and ones that aren't, they can take up courses and start off their career too.

Career counseling sessions: Plan of Action

A half day booth camp will be organized at various identified centers (Central and State Government Universities/ College throughout India, wherein a maximum of 4 career guidance counselors can be appointed to personally interact with home makers and provide them need based counseling.

The partnering Institute will have to identify and register a minimum of 50 participants under the program.

Career counsellor: The career counselors preferably should have some or all of the mentioned skills:

- a. Aware of the current government schemes that might be useful for the participants;
- b. Contact/ Information of the various local businesses that provide full-time/part-time jobs;
- c. Excellent interpersonal and communication skills;
- d. Aware of the different requirements for setting up a small business;
- e. Must know how to start an online business;
- f. Should be aware of the various online courses that can benefit the participants;
- g. Must know the rights that are available to women at a workplace;
- h. Must know the local language and should be eloquent;

Focus area of Training: Training module will be prepared by the participating Institute, which will focus on following areas:

- i. Opportunities available: based on the market need
- ii. Work from home opportunities
- iii. Online business opportunities
- iv. Freelancing: Introduction and approach
- v. Part-time courses that help
- vi. Approaching the employers
- vii. How to make a CV and write a Cover Letter for when needed?
- viii. How to prepare and appear for interviews?
- ix. What to expect in terms of working hours and salary?
- x. How to manage time when employed?

Training: A half day physical booth camp will be organized at the identified College/ University for a group of 50 identified home makers. The target group will also learn basic introduction to communication and interpersonal skills, professional career skills, which will help them to enter the market.

Inviting Proposals:

Interested Institutes may visit NCW's website at <http://ncwapps.nic.in/eproposalV2/> and submit their acceptance for the proposed program, with following details, latest by 11th May, 2022.

- i. Forwarding letter on official letter head of the Institute
- ii. Brief Training Module and Outline
- iii. Number of participants
- iv. Resource persons with contact details
- v. Date & Venue
- vi. Estimated Budget (as per the ceiling provided by the Commission)

Funding:

NCW will bear the entire cost of the program, 50 percent of the budget will be released to the identified Institute on acceptance of the proposal, and remaining funds will be released on completion of the program and receipt of requisite documents.

Budget for the program: (50 Participants + 4 Resource persons and Organizers)

S. No	Criteria Description	Required Amount
1.	Material for participants 60*300	Rs. 18,000/-
2.	Honorarium to the resource persons 5000*4	Rs. 20,000/-
3.	Working lunch 60*300	Rs. 18,000/-
4.	High tea 60*120	Rs. 7,200/-
5.	Miscellaneous Expenditure (banner, Professional Rapporteur, advertisement, etc)	Rs. 16,800/-
	TOTAL	Rs. 80,000/-