

Submitted on 21/06/2007

## 1. organization and country

Organization: **SHYRAK THE DISABLED WOMEN ASSOCIATION**

Country: **KAZAKHSTAN**

## 2. Title of your plan:

**“BRIDGE.**

**From low incomes towards high-quality life for woman with disability”.**

## 3. Background:

**Situation.** There are more than 211 000 women with disabilities (WWDs) in Kazakhstan. Because of three types of barriers – physical, attitudinal and institutional, - they suffer from triple discrimination:

1. As a woman
2. As person with disability
3. Because of poverty

As in many developing countries disability results poverty and the same time majority of poor families have disabled members. Oriental view at woman reduces her chance to get good education and job. More, WWDs do not have equal opportunities or good chance to be employed and to get financial independence because of lack of accessibility of environment and negative attitude of employer.

**Problems.** After unsuccessful attempts to be hired in open labor market most of WWDs try to improve their financial status by producing some crafts. But after producing they face a problem in selling. It is because of lack business management and marketing skills, and because of lot of people who produce the same crafts.

More, because of huge and various and chip imports from China there is risk of producing manufacture to be not profitable. Or it must be some unique, exclusive and high-quality product. The same time rapidly growing economy of Kazakhstan demands more and more such services as computer graphic design, web-design, new accounting computerizing system (1C-bookkeeping) etc.

There are many classes and courses on advanced computer programs in country but they are not accessible for PWDs. And there are some NGOs providing computer classes but not supporting trainees in their employment.

**Experience in organization.** SHYRAK Association runs a workshop on handicraft more than for 1 year. In this workshop WWDs get vocational skills and some of them get job on producing national craft (felt and silk goods) which proposed to tourists and international exhibitions. The sales depend on season and volume of competitors' similar products.

Many of organization' members have basic computer skills, but not in advanced programs. Many of them would like to open their own enterprises but don't know how to do this. The same time our organization has an accessible office and particularly equipped to organize a computer class for our members. And we have aspiration to build a **BRIDGE** between WWDs and their potential employers or self-employment.

So, on the one hand we have WWDs who want and able to work but don't know how to promote themselves. On the other hand we have our society which require good new specialists but is not ready to accept PWDs as workers. There is not bridge between these two sides.

Let us build it. Let's do it together!

## **4. Pre-conditions and possible obstacles**

Following obstacles could be problem for this project:

- Lack of donor agency which provide grant programs on employment for PWDs.
- Project could request too much funds because of lack of access (special transportation, personal assistance and other expenses).
- Trial employment provided by local government doesn't support those PWDs who are self-employed or employed in open labor market.
- Negative attitude towards PWDs, particularly WWDs, and inaccessible workplaces could impede the employment.

## **5. Goals:**

- To improve life quality for WWDs by providing them high-quality and demanded job skills and support in business management.

## **6. Target objectives:**

1. To organize 6 trainings (3 – computer programs, 3 – business management) within a year for 24 WWDs.
2. To establish a workshop on *web design* and *computer accounting program* and provide 10 trained WWDs by a high-quality job.
3. To support other 14 trained WWDs in self-employment and employment in open labor market.
4. To improve business management in our workshop and to create an effective model.

## **7. Expected Outcomes:**

1. 24 WWDs will get advanced skill in computer program and business management.
2. At least 10 WWDs will improve their financial status and start independent living.

3. The model of employment for WWDs will share in society and will started a discussion about situation on employment of PWDs in country. The image of WWD will change from weak and enable to work to able to contribute the society.

## **8. Target Audience/Beneficiaries:**

1. 25 WWDs who have basic education and basic PC skills, and who live in Almaty city.
2. About 5 employers who will hire trained WWDs.
3. Family members of WWDs.

## **9. Knowledge/experience acquired in Japan:**

The following knowledge and experience I will use in my activities and particularly in this action plan:

- Vocational rehabilitation as a system but only vocational trainings;
- Pre-vocational rehabilitation (social skills etc.);
- Sheltered workshops, especially for persons with intellectual and mental disabilities;
- Grant and levy system;
- Trial employment and job coach system;
- PESO for all;
- Joint companies with big Enterprises (for example Omron Taiyo etc.);
- Facilitator skills;
- Action plan development;
- Business thinking;
- Role of PWDs movement.

## **10. Implementing Agency and Collaborative Partners:**

Implementing agency: SHYRAK The Disabled Women Association;

Collaborative partners:

1. Association of Disabled People Organizations of Almaty city (8 members);
2. Almaty city Council on Disabilities issues;
3. Department on labor and welfare of Almaty city;
4. Committee on Women and Family issues;
5. Entrepreneurs Association (NGO);
6. Accountant House Enterprise Ltd.;
7. Web-design Studio Ltd.

## 11. Methods/Timetable:

OBJECTIVE 1. To organize 6 vocational trainings within a year for 25 WWDs on advanced and demanded computer programs.

### Selection of trainers.

*Criteria:* a trainer must have certificate on subject, experience in this field more than 2 years and letters of recommendation.

*Method:* Announcement in newspapers, negotiations with companies mentioned above, interview with candidate.

### Program and schedule.

*Criteria:* program must oriented to PC users with basic skills, include all theory and practice lessons and addressed for some trainees who might have some learning/speaking problems.

*Method:* program is develop by trainer, discussed and approved by project coordinators. Schedule is designing by coordinator and response special needs and abilities of trainees.

### Selection of trainees.

*Criteria.* Trainees must be WWDs with physical disabilities from 18 to 45 years old, living in Almaty city and having basic skills in using PC.

*Methods.* Announcement through DPOs of Almaty city, interview and evaluation.

### Room, transportation.

*Criteria.* Room is for free, accesible, including toilet room. Transportation (van) is for rent, equipped by ramp or lift, not too expensive.

*Methods.* There are only 4 like vans in our city, negotiations, signing a contract.

### Computers and software.

*Criteria.* Not expensive but modern and hi-quality computers, software have a license.

*Methods.* Marketing, buying.

#	Activity/event	Months											
		1	2	3	4	5	6	7	8	9	10	11	12
1	Selection of trainers, signing contracts, development training program and schedule												
2	Making an announcement, selection of participants (trainees)												
3	Arrangement a room for trainings												
4	Purchasing office supplies												
5	Purchasing computers and software												
6	Renting an accessible van for trainees												
7	Trainings on Web design and 1C (accounting program)												
8	Trainings on business management												

**OBJECTIVES 2-3-4.**

To establish a workshop on *web design* and *computer accounting program* and provide 10 trained WWDs by a quality job.

To support other 14 trained WWDs in self-employment and employment in open labor market.

To improve business management in our workshop and to create an effective model.

Marketing and advertising.

*Criteria.* Analysis of current situation on market, prizes, kinds of services, differences, strong and weak sides. Developing our own position and policy, costs, in providing our product/service. Announcement must not be too expensive but original, attractive.

*Methods.* Collecting data, analysis, brainstorming, SWOT analysis, financial management. Announcement in city newspapers, radio-TV, by publishing and distributing posters and flyers in shops, store markets, offices.

Negotiations and contracts with customers.

*Criteria.* After negotiations potential customers must understand about abilities and good skills of WWDs, their special needs and be sure that our organization will provide support and consulting to solve possible problems.

*Methods.* Negotiations, providing information including visual materials.

Support for ex-trainees.

*Criteria.* Ex-trainees must feel support even after trainings and during employment.

*Methods.* Designing resume, preparing to negotiation with employer, providing job coaching by one of coordinators during 1 month.

Financial management and creating effective model.

*Criteria.* Workshop must become profitable by improving financial management, drawing more different resources/donors/sponsors and effective marketing.

*Methods.* SWOT analysis, Profit-Loss monitoring, discussions and developing strategy.

#	Activity/event	Months												
		7	8	9	10	11	12	13	14	15	16	17	18	
1	Marketing and advertising services WWDs workshop can provide – in newspapers, by posters and flyers, radio and TV													
2	Meeting with customers and making at least 10 contracts with customers (entrepreneurs and corporate companies)													
3	Providing service by workshop													
4	Making support for ex-trainees by developing resume, preparing to negotiation with employer, job-coaching													
5	SWOT, monitoring, marketing													

## 12. Monitoring and Evaluation:

#	Activity/event	Time/period	Criteria	Document confirmed	Resources needed	Responsible person
	<b>OBJECTIVE #1</b>					
1	Selection of trainers, signing contracts, development training program and schedule	1 <sup>st</sup> month	Trainers must have certificates, letters of recommendation. Program includes all topics and response our needs. Schedule is suitable for WWDs	Resumes, certificates, contracts. Program and schedule	Communication; HR, office supplies	PR manager and project coordinator
2	Making an announcement, selection of participants (trainees)	Every 2 month	Clear and laconic announcements in 2 city newspapers in 2 languages	Newspapers	Moneyed	PR manager
3	Searching and rent a room for trainings	1 <sup>st</sup> month	Room is accessible, including toilet. For free.	Photos	Office room for free	Staff
4	Purchasing office supplies	1 <sup>st</sup> month	All office supplies needed for trainings	Receipts	Moneyed	Staff
5	Purchasing computers and software	1 <sup>st</sup> month	Not expensive but modern and hi-quality computers, software have a license	Receipts, computers	Moneyed	Staff
6	Renting an accessible van for trainees	2 <sup>nd</sup> -12 <sup>th</sup> months	Van with ramp/lift not expensive	Contract, receipts, photos	Moneyed	Staff
7	Trainings on Web design and 1C (accounting program)	2 <sup>nd</sup> -12 <sup>th</sup> months	12 trainees got new skills and well trained.	Interview, questionnaire, feedbacks	HR, office supplies, communication	Trainers, project coordinator
8	Trainings on business management	4 <sup>th</sup> -12 <sup>th</sup> months	12 trainees got new skills and well trained.	Interview, questionnaire, feedbacks	HR, office supplies, communication	Trainers, project coordinator
	<b>OBJECTIVES #2-3-4</b>					
1	Marketing and advertising services WWDs workshop can provide – in newspapers, by posters and flyers,	7 <sup>th</sup> – 18 <sup>th</sup> months	Marketing of similar services, costs and demand.  PR campaign must be permanent, regular and	Analysis on web-design and accounting market	Moneyed, communication, office supplies	PR manager and project coordinator

	radio and TV		well designed	Posters, flyers, newspapers, Receipts		
2	Meeting with customers and making at least 10 contracts with customers (entrepreneurs and corporate companies)	7 <sup>th</sup> – 18 <sup>th</sup> months	Contract provide profitable work for 10 workers in workshops	Contracts	Communication, transportation/fuel, office supplies	PR manager
3	Providing service by workshop	7 <sup>th</sup> – 18 <sup>th</sup> months	Service providing is high-quality, in time and profitable	Balance sheet for 6 months, feedback from both employers and employees	Room, computers, software, HR	Staff, project coordinator
4	Making support for ex-trainees by developing resume, preparing to negotiation with employer, job-coaching	1 <sup>st</sup> month	After negotiations customers understand more about skills and special needs of disabled employees.	Feedback, resumes, questionnaires, interviews.	HR, office supplies, communication	Staff, project coordinator
5	SWOT analysis, Profit-Loss monitoring, discussions and developing strategy	7 <sup>th</sup> – 18 <sup>th</sup> months	Workshop must become profitable by improving financial management, drawing more different resources/donors/sponsors and effective marketing	Strategic plan, SWOT analysis, results of profit-loss monitoring	HR, moneyed	Staff, workshop workers

### 13. Budget (annex 1).

Expenses	Cost	# of people/days/hours	Units	Occasions	Totals
<i>Objective #1</i>					
Announcement in newspapers	50	N/A	1	6	300
Announcement on radio and TV*	0	N/A	1	5	0
Room rent (6 trainings*14 days=84 days)**	0	N/A	1	84	0
Accessible van rent (84 days*4 hours=336 hours)	15	N/A	1	336	5040
Computers	1200	N/A	5	1	6000
Salary for 2 trainers	200	2	N/A	6	2400
Office supplies	50	N/A	1	12	600
Communication	20	N/A	1	12	240
<i>Objectives #2-3</i>					
Advertisement in newspapers	50	N/A	1	12	600
Posters, flyers	0.4	N/A	1000	1	400
Transport/fuel/taxi	30	2	1	12	720
Office supplies	40	N/A	1	12	480
Communication	20	N/A	1	12	240
Salary for project coordinators	200	2	1	12	4800
<b>TOTAL</b>					<b>21820</b>

\* Announcement on radio and TV is for free for DPOs

\*\* Office room