

“The key to unlocking the wealth of a country is a woman.”

eLife Economic Empowerment & Leadership

Teaching life and business skills to women and girls for economic development



The **eLife - Economic Empowerment & Leadership for Women & Girls** education program offers a **core curriculum of life, financial, business and vocational skills** to achieve economic independence.

A United Nations report states that investing in female education “**has a multiplier effect on productivity, efficiency and sustained economic growth. Educated women have more economic opportunities and engage more fully in public life.**”

This initiative invests in an untapped resource - **the power of women for entrepreneurship, job creation and income generation.**

The program is designed to teach:

- ▶ **Life and Jobs Skills for adolescent girls and teenagers from ages 11 to 19**
- ▶ **Vocational Training for women in the workforce ages 20 to 40**
- ▶ **Job Creation and Economic Development for women entrepreneurs**

From eLife Training, Ghaziabad, Kashmir / Pakistan border

“We were living in darkness. We felt a ray of hope, and that was the eLife training program. We came to know our direction for a successful life, and our level of confidence has been enhanced...we are able to explore vocational opportunities and career choices we never knew existed before.” - Ms. Fouzia

TEACHING LIFE, FINANCIAL AND BUSINESS SKILLS

The eLife Program

- **Core curriculum** relevant to women and girls: life skills, financial skills, communication, language, health, technology, vocational, and entrepreneurship
- **Localized** by culture, community and language
- **Mentoring, tutoring** and peer support for each student
- **Access to technology** and job training
- **Survey & Evaluation** and measurement to determine outcomes and impact

Curriculum

Life Skills

Psychosocial and interpersonal skills, decision-making

Communication Skills

Verbal, non-verbal, written, advocacy, empathy

Language and Literacy

Proficiency in written and verbal literacy

Health & Hygiene

Basic health care, sanitary needs, prevention, safety

Financial Skills

Simulation of independent living to be on own financially

Technical/Digital

Computer and software literacy, mobile phone and internet

Livelihoods / Vocational / Job Training

Transition to the workforce and employable skills

Business / Entrepreneurship

Launching and running a business

Additional Offerings

Survey & Evaluation Reports

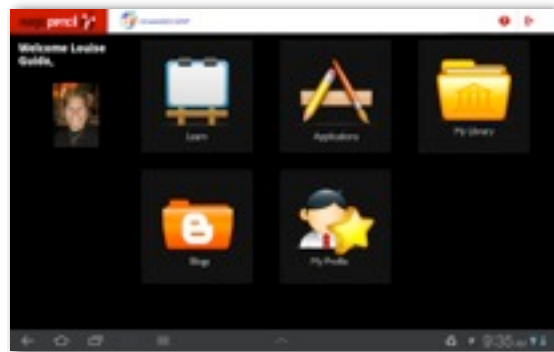
Business Plan Competition and Job Fair



Option 1: After-School / Community Program

- ✓ 12-week course for 2 hours per week
- ✓ 20 to 40 students per class / per day
- ✓ Evaluation and continuing education takes place up to 12-months after completion of intensive program
- ✓ **Creating a business** and job skills
- ✓ **Certificate of Completion** to be used as a reference for a job/vocational training or university

Option 2: eLife Tablet for Teachers



- **Access** eLife lessons using mobile technology
- **Infuse eLife activity-based lessons** into the regular classes, such as math, science, social studies
- **Curriculum and activities** adapted to day class teaching for a richer, more innovative experience
- **Lesson plan updates**
- **Valuable training techniques** and evaluation
- **Connect to resources** outside the classroom
- **Broadband connectivity** not required
- Available on an **Android** or **iOS** platform

Curriculum available in local language:

English, Spanish, French, Swahili, Urdu and Bahasa



The Curriculum

eLife Economic Empowerment & Leadership

Life Skills

The Life Skills module is core to the curriculum enabling students to develop social maturity, morality and respect for themselves and others. In addition, an effort will be made to strengthen self-confidence, initiative, natural creativity and adaptability.

Decision-Making and Problem-Solving

Critical Thinking

Coping & Self-management

Comfort Zone to Growth Zone

Self-evaluation

Communication Skills

The Communication Skills module covers a variety of skill sets, because it is crucial to every relationship that touches their lives – whether it is their family, friends or peers. This module focuses on both personal- and social-types of communication.

Interpersonal Communication

Negotiation / Conflict Management

Empathy

Cooperation and Teamwork

Advocacy

Language and Literacy Skills

In a global society, students need to have a greater command of language in both written and verbal literacy. This includes proficiency in their own native tongue but also that of international relations: English and French.

Writing and style skills: grammar, spelling, sentence construction

Structure of a presentation: how to ensure correctness of language to get your message across

Competency levels of reading and understanding

Health and Hygiene

With pregnancy and early childbirth as the block for gaining skills, we find it essential that health and hygiene issues be taught:

Basic health care: daily sanitary needs

Prevention and safety

Behavioral/cultural change



Technical Skills

This module covers a broad range of skill-sets, including computer literacy, mobile phone use and internet connectivity.

Basics of technology: computer, internet, mobile phone access
Using technology for research, information gathering, data collection

Teaching tools: use computers and mobile phones to provide curriculum programs

Learning the protocols of technology



Livelihoods or Vocational Training (Job Training)

This module focuses on specific ways a student transitions to the workforce, and how to do so successfully – what skills are needed for preparation, extra study and special skills that are required for employment:

How to transition from school to work

Types of employable skills

Preparing yourself for the workforce: skill sets needed

How to work in a team

Company structure – staff vs. management

Worker rights

What is appropriate and inappropriate behavior

Business and Entrepreneurship Skills

This module deals with starting and running a business. Gives the student an understanding of how business is conducted.

Creating and running a business: economic goals, revenue,
Definitions of merchandising- manufacturing-type, and service-type organizations

Decision-making in business

Costs versus revenue

Banking and loans

Community network

Ethical behavior – what is right and wrong

Key Outcomes

Student Views

The results from the **eLife program** Key Outcomes and Impact the program has on the lives of girls and women...

- ☑ **97% say they know how to make rationale decision**, solve problems and resolve conflict better
- ☑ **87% say they have an idea for a business in their community** - and have the **confidence** to do it

Sustainability / Continuity

- ☑ **eLife becomes infused into the core curriculum** of the school or community center
- ☑ **Scale and replicate program** in other schools of Implementation Partners
- ☑ **Parent Participation** - parents talk to the teachers about issues at home; discovered significant changes in attitude

Key Outcomes & Impact

- ☑ **High Retention Rate** - 92% complete program
- ☑ **Unexpected Outcomes** - discovered problems at home (drugs, abuse) that they were able to share and get help
- ☑ **Most Important Life Skills** - *Critical Thinking, Decision-Making and Teamwork*
- ☑ **Most Important Business Lessons** - *Financial, Creating a Business*
- ☑ **Higher Grades in Day Classes** - 15% improvement
- ☑ **Practical Training** - helped them how to dream and make goals, and then the practical skills for how to implement them
- ☑ **Principal and Teacher Participation** - **eLife** lessons are infused in specific day-classes

Leadership Council 100 Members and Strategic Partners



Contact

1.212.203.2122 | info@foundationchange.org | FoundationChange.org

FOUNDATION FOR SOCIAL CHANGE
171 MADISON AVENUE | SUITE 1000 | NEW YORK NY | 10016