

Bright Light Society



Annual Report
2011-12

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1. Bright Light Society

Bright Light Society is a not for profit organization registered as a society on 07/07/1995 under Tamil Nadu Societies Registration act 27 of 1975. The organization has also got clearance from ministry of home affairs under FCRA act 1976 and also has been granted 80G status under Income Tax act 1961. The organization was formed by some likeminded people to come under one roof and formalize for the up-liftment of deprived and marginalized communities. The organization was mainly operational within the community and concentrating at village level activities. With new advisory members and consultants incorporated in Bright Light Society, it has been in the process of changing its operations to new horizon and expansion to other part of the state and country with keeping its value and commitment towards the community.

2. What We Do

Vision

Bright Light Society has a vision of social justice and gender equity by strengthening the civil society and ensures participation in decision making through enhancement of livelihood, education, health and environment.

The board members and the core team of Bright Light Society has rich experience in conducting large scale training programs, research, impact assessment studies, evaluation studies etc on various issues concerning rural and urban development like livelihoods, education, natural resource management etc. The key expertise that the team offers includes the following:

- Conceptualizing and operationalizing large scale development programmes
- Use of participatory methods in implementation of development programmes
- Large scale research, studies, planning and evaluation exercises
- Creative communication, documentation and designing
- Capacity building and training

3. Functional Areas

Part A: Skill Training

Bright Light Society aims at economic empowerment of marginalised youth through building their skills and capacities to take up employment opportunities in the fast emerging service sector in India. The organization realizes that increased level of skills and secured livelihoods contribute in a major way to empower communities to access their other entitlements like education and health.

To do so, Bright Light Society has been involved in promoting livelihood education among the youth from poor families and those with low educational qualifications through short term trainings.

This skill training focuses on people with minimum educational qualification (class VII and above) with no skills and employability. They are trained for 3-4 months, in the trade, based on their aptitude and would be prepared for entry level jobs. Here, focus is on subject specific content delivery, practical sessions, on the job training and development of soft skills. It would also include linking them to employers for apprenticeship or on the job training.



The programme is highly sensitive to market demand and takes up only those employable trades which have demand in the local market. These include new and emerging sectors like IT enabled services, customer relations management, sales and marketing, automobile repairs, electrician, beautician etc.. The training curriculum is also designed in consultation with the local business establishments and enterprises. This not only ensures a match between the market or industry expectations and the skills of the trainee but also helps in getting them entry level jobs easily.

Skill Training Projects: Bright Light Society is implementing various projects related to skill development and vocational education of youth from marginalized sections of society in various parts of Tamil Nadu. Key skill training projects include:

Skill training at Madurai

Bright Light Society implemented a programme funded by HPCL and Confederation of Indian Industry. The courses offered were ITES, Automobile, electrician and Sales and Marketing. Spoken English and soft skills were common for all the candidates. 140 candidates were trained and placed during the year 2011-12.

Skill training at Tirunelveli

Bright Light Society implemented a programme funded by HPCL and Confederation of Indian Industry. The courses offered were ITES, Automobile, electrician and Sales and Marketing. Spoken English and soft skills were common for all the candidates. 140 candidates were trained and placed during the year 2011-12.

Skill Training of Youth in Gudiyatham

Bright Light Society along with Amma Training institute provided training to youth from marginalised sections of the society in various demand driven, market oriented, and employable courses. In Gudiyatham the programme was being funded by the Gudiyatham Municipal Administration under the SJSRY scheme. BLS trained 21 youth on tailoring and helped them in getting employment

Skill Training of Youth in Rasipuram

Bright Light Society along with Sri Ragavendra ITI provided training to youth on fashion designing and the programme was funded by Rasipuram Municipal Administration under SJSRY scheme. BLS trained 40 youth and helped them in getting employment

Development of training kit

Bright Light Society developed a training kit for the candidates that were trained by SkillPro at Sirsa, Haryana and Sitapur, Uttar Pradesh under the project funded by European Union and Confederation of Indian Industry.

Part B: Research and Documentation

Bright Light Society has been actively engaged in grass root level research activities to come out with evidence based findings which can help clients to implement their programs better as well as improve them. The research area ranges from watershed assessment, market scan for employment, etc. Bright Light Society is also actively engaged in preparation of various communication material, training manuals and modules.

Participatory Rural Appraisal

Bright Light Society under took an assignment to carry out Participatory Rural Appraisal for implementing watershed development programme in Namagiripettai block of Namakkal for Watershed Development Agency, Namakkal. The outputs have helped in preparing a plan for the implementation of watershed. Along with the PRA, awareness programme was also conducted in the villages on watershed.



Skill Gap Study for ACC

Bright Light Society conducted a skill gap study for ACC in Wadi, Gulbarga, Karnataka. The study identified the aspirations of the youth, both unemployed and under employed and the skill sets they possess and needs. Industries were studied to understand the human resources they require and the skill sets. Based on the industrial needs and the aspiration of youth, various sectors for skill training were identified and recommended. Based on the recommendations



ACC along with CII is developing a programme strategy to implement skill training for youth in the locality.

4. Geographical Presence

Bright Light Society has its head quarters in Tamil Nadu. It has its operations in various districts of Tamil Nadu such as Erode, Namakkal, Madurai, Tirunelveli, Vellore and Nagapattinam. Apart Bright Light Society also handles project for various partners at national level in Haryana, Uttar Pradesh and Karnataka.

5. Partners and Collaborators

Government

- District Watershed Development Agency, Namakkal
- Municipal Corporation, Rasipuram
- Municipal Corporation, Gudiyattam

Corporate

- Confederation of Indian Industry

NGOs

- Bharathi Women Development Centre
- Avvai Village Welfare Society
- SkillPro foundation

