

Project No: 0025-2
Project Title: Empowered Women in Cheung Hang
Organization: Yin Shes Limited
Grant: Hong Kong Dollars Four Hundred Thousand (First Year of a 3 year Project)

Main Theme of Project:

The vulnerable group of women in Kwai Tsing Housing Estates is in majority ladies of low education level with very little skill at grassroots level, in very set back situation during this abrupt economic recession time. They focused mainly in their part at home, not able to appreciate their own potential, and are facing anxieties from the heavy pressure in social conflict with the growth of social marginalization and exclusion. This project aims to mobilize women to expand and learn how to appreciate their potential and through the backing of "SHES" to establish a connection with different groups like the church, schools, merchants and government and non-government agents in the local neighborhood community by opening a business to build a self-help and mutual help capability to be a capital resources in the community.

Objectives

(In the first year, the project targets at women in Cheung Hang and Cheung Wang Estate, focusing in recruiting the marginalized to undertake basic skill training and career development challenges to cultivate the sense of belonging and their involvement in the community. First, as an expansion to the theme, integrate women to encourage them to lead others women to join and volunteer to assist and participate in this program to benefit and to serve the local community. Second, to promote the integration and inclusion of social groups to participate as partners in this program to build a stronger community based on trust, hope and shared values among all its members and enhance the community support network.)

Brief Content of Activities:

1. Encouragement in Setting Up Own Business as a mutual-help program

To explore, develop the potential of the participant in accordance with the needs in the market by offering skill training. Support groups establish to motivate participant to expand their possibilities. Three skill training program are set up:

- a. Cantering service: Beside the production of healthy food, learn of the marketing aspect, the production flow, the design, and all the need to know aspect in providing cantering service.
- b. Home care service: To know the mental and physiological needs of the elderly, pregnant women and new born in looking after them through skill training in regards to safety. Also the relative texture of food and their cooking methods.
- c. Craftsmanship Coaching: To encourage participants to use their creativities in the making of various artwork productions. Equally the skill in performance and leading in groups.

All participants will earn as they work. A 5% of the "Gross Income" from the activities will retain in the

project as "RESERVE" for the organization of a future "conglomerate" development in three years time.

2. Encourage Life long Learning Attitude

Encourage women to increase their power of thinking, build their self-confidence and developing potential from the education via various sources available. From knowledge gained, develop and to establish a harmony human relationship with a change in attitude for life. The Centre would be equipped with different reference books and material as multi-functional information core for the women to further the network and better use the resources in the community.

3. To strengthen the society education and establishment of the community network

Monthly bulletin and regular Educational Board Exhibition would be held to reinforce the knowledge and involvement of the individual of their civil liability in the local community environments.

Unique Features of the Project :

- A. To position the potential of women as an invaluable asset as Capital Resources in the community, and acknowledge the culture though they do not have a paid job at home. Society today tends to worship only the economic effectiveness and ignore the potential abilities and value in a person as the rising demand for stronger competitiveness, decrease life chances.
- B. Through skill training and personal development in their own talents, the underprivileged women can learn to be financially and economies productive to eliminate some of the pressure from the society and incompetence feeling within. From there, with the confident gained, better communication skill, the abilities to face crisis and difficulties strengthened, the women will not only be economic productive, they would be able to self help, mutual help and respected. In turn, would reduce the conflicts and family problems and be a part of the community.
- C. Through cross-boundary network including the Churches, Schools, Merchants and other female groups, community organization, city councilors offices and governments department association and cooperation, the women design and promote their own market strategy with a brief understanding of the market needs and operation, they have reinforced the courage to try and have confident, shares and connection, helps to build a better community understandings.
- D. The Cooperation involved members of various network with various classes and characteristic and backgrounds to work together generating a better appreciation of each other's, irrespective of their gender, culture, value, background. The process helps to built trust, mutual confident and thrown away the believe of "give" and "take" but mutual gain.
- E. With tighter partner relationship in the local community established between different groups and associations, a more increased the smooth all parties will be continuously become a Capital Resources contributing to the Society. This would reinforce of changes to the society

Period of project: Phrase I from April 2004 to March 2005

Customer: Vulnerable female of lower education and skill level in the local community

District: Tsing Yi – Cheung Hang and Cheung Wang Estates

Expected outputs and outcomes :

I. To establish Social Capital (Short-term Effect)

1. Establish three business entities with 70% of participants who has learnt the necessary marketing needs and development technique and use what they've learnt to becoming economic effective.
2. 70% of users are satisfied with the services being provided, providing reinforcement believe and trust to participants on their abilities.
3. 70% of Participants to affirm their improvement in status of mind on the level of confidence, capability, crisis handling power and the understanding of community affairs at the fill out “self evaluation chart”, “Self respect chart”, “Work chart”, “Community Focus chart” etc to ascertain the performance.
4. No less than 8 different social groups from different district and background participated and supported this program.
5. 70% of Receiver of service is satisfied with the Volunteer Workers performance.
6. The production of 10 monthly bulletin (80%) with over 1600 copies distributed to various network established.

II. The establishment of Social Capital Goal (Long Term Effect)

1. To establish Capacity – The strengthening of confidence, the mutual trust and power of handling difficulties by women demonstrated by surveys before and after training.
2. To improve relationship – An improvement in understanding and trust between the community and the women demonstrated by the suggestions and complaints on their abilities and quality of services and performances.
3. Network expansion – Firstly through integration with various community organizations and involvement in public interest affairs, draw the women involved closer to build a harmony society. In time these female would contribute and made recommendation as the society polices and further better the interest of the female in their rights. Secondly, with the established relationship strengthened, the more consensus among people and social values become more appearance, the co-operation with the residences with the Estate Management Office, Schools and Districts Office at other issue on the social cohesion resolved as the support system reinforced.

EFFECT on the Community as a WHOLE

The main motivators of this project are the women at grassroots level coming from different district, different backgrounds, including single mothers, married, unmarried, underprivileged, new arrivals and such. First, the project provides channels for them to integrate with each other. Through the training sessions, being in business, which involved the participation of various social groups and organizations from different district and earn as you work, regained their confidence on the abilities of the participants. This process offers an opportunity for the participating organization to assist and learn more through hands on experience which involve appreciations, understanding, drop some of the social conflicts, enhancing a stronger neighboring community support network. Through the community participation and social inclusion, which help, build a strong community and enhancing social cohesion, for the development of community of shared values in relation to contributing and made recommendation on the social policy on women rights, shared challenges and equal opportunities based on trust, hope and reciprocity among all its members.