

Project Description



Project Description

By



- I. Proposed title of the project: Majidah Platform
- II. Lead person/author: Mr. Ashraf Osman
- III. The implementing organisation: Ebtessama Foundation
- IV. Location of the project: Cairo, Giza, Alex, Red Sea and Upper Egypt in (Assiut, Qena, Luxor, Aswan, Sohag and Bani-swaif)

1. Introduction

History

Established in 2007 with the objective of enabling Young Adults with Disability (YAD) for social and financial inclusion; **Ebtessama Foundation** the registered NGO provides them access to specialized training and job opportunities in various sectors. For more than 10 years Ebtessama has focused its efforts on the higher age bracket from 18 to 35 years old and above of young adults with Disability (YAD) whom lack training, job opportunities and social inclusion due to lack of awareness, needed services, training, integration and support systems. In the past 5 years Ebtessama further developed its training, guidance and recruitment program; delivering a solid manual for its activities, testing its hypothesis and gaining institutional, business and governmental awareness and support for its “Right for an Equal Life” program.

Last but not least with our belief in the power of the ecosystem and its significant impact on the outcome of any initiative; Ebtessama prepared its Disabled Training and Employment Market Place as the first online platform and segmented database bringing together all the players in the disability training and employment ecosystem for collaboration.

Our Goal: Support People with Disabilities and Their Families in all Aspects of Life & Help Them to Acquire Needed Services and Deserved Rights for employment and financial inclusion.

Our Mission: To eliminate the barriers that prevents people with disability from having equal rights & opportunities in life

Our Vision: A Future Where Able & Disabled Coexist in Harmony & Enjoy Equal Opportunities in Life

I. Problem Description

Despite the international acknowledgement of the rights of people with disability (PWD) to have decent jobs, and have equal opportunities, there remains a negligence and discrimination between able and disable, especially when it comes to employment opportunities.

In 2009 a study was conducted covering 30 Public Schools for disabled, 20 Private Schools and NGOs and 20 hotels’ management and employees that confirmed this fact. The study revealed the social and cultural barriers that affect the employability of the youth with disabilities, it showed that the main reason they are almost absent from the labor market is their poor education, rehabilitation, negative attitude of parents, business and the society as a whole. As for NGO sector, most NGOs create artificial closed welcoming environments and offer superficial jobs to some of their graduates in their vocational centers and focus on traditional crafts, which will not help in finding employment opportunities

From the above we can understand that there is a lack of schools or centers which serve YAD properly and there is a shortage in comprehensive and appropriate programs which prepare YAD to participate actively and effectively in the labor market.

• Youth With Disability

- World Bank: “Percentage of People with Disability in Egypt ranges from 12% in urban areas to 20% in poor areas”. This gives rise to a massive population of more than 10 million
- Japanese International Corporation Agency: “74% of people with disability in Egypt are mentally disabled” .Which is why Ebtessama is more focused on YAD with mental disabilities.
- Ministry of Education: “More than 60% of students with disability listed in schools are mentally disabled “
- United Nations Development Program: “97% of YAD are illiterate”

- United Nations: “Unemployment among Young Adults with Disability in developing Countries reaches 90 %” .Which creates a massive segment of unemployed, underserved and potentially productive YAD
- Vancouver Declaration: “People with Disability are considered the poorest of the poor in every country”. This coupled with their special needs makes them in real need of financial inclusion to support a decent life and reduce the lifelong burden on their families.
- Business Sector
Business Suffer from:
 - High percentage of low/nonproductive labor
 - High turnover among blue collars
 - Challenges to fulfill the legal quota for employment of people with disability of 5% of total employees from productive people with disability. With lack of access to properly trained and correctly selected disabled work force and lack of awareness of their capabilities the business sector is continually looking for ways to get around the employment law of the disabled quota, adding to its cost structure for no business return and negatively impacting YAD lives by not providing them needed job opportunities. By solving this problem Ebtessama provides a win-win solution for all stakeholders.
- Social Structure
 - As a solution to their difficulties, business seek foreign labor in a market suffering from high percentage of unemployment – by directing the business sector to the underserved and potentially productive disabled segment we redirect national resources and provide needed financial and life support to YAD and their families.
 - Our society is split, treating the disabled as lower level citizens while everywhere they are given their rights and opportunities before others.

2. Project Description

The first digital platform to connect, communicate and match talent to enhance the training and employment services for people with disabilities and enable them to connect with resources, opportunities, trainings, rehabilitation and employment.

Majidah Platform is the first database compiled and organized and able to extract data for people with disabilities, organizations and eco-systems working on their training and employment. It facilitate access and linkage to work opportunities with candidates to equip them for the work place for all types of disabilities (mental, motor, auditory, visual) and thus help bridge the gap in the labor market and employment of people with disabilities

The backend operates through a smart engine capable with the database to mix and match opportunities to relevant disabled candidates as well as the skills gap if any and match with relevant training providers to bridge the gaps. Through a communication module the platform will inform each stake holder (disabled, employer, training provider and donor) of the relevant requests and opportunities in the market and provide them with contact info to take on the opportunity. Collectively **Majidah** platform creates a central hub for disabled training, employment and funding activities across Egypt capable of empowering the stakeholders to serve a much larger number of disabled beneficiaries becoming an inflection point in the number of disabled youth the ecosystem can serve.

Majidah Platform contains:

- 1- Employers: Factories, companies, hotels, establishments and other businesses that have serious job opportunities for people with disabilities to meet their requirements of employment and fill 5% of the trained and qualified labor.
2. All persons with different disabilities: ages from the age of 18 to 35 who wish to obtain a job - through the experience of this institution is the age group is the most advanced jobs, but the platform is available to all age groups with disabilities.
3. Training centers: The training offered by the different bodies for the disabled is set up, which qualifies them to become well trained and qualified workers for the labor market.
4. Donors: Donors Funders for training, rehabilitation and employment projects for persons with disabilities.

a) Specific project purpose

Ebtessama depends on its previous achievements as well as expanding its activities through **Majidah** platform to:

- Support long term financial inclusion of youth adults with disabilities (YAD).
- Creating a market place that welcomes people with disabilities
- Creating training opportunities for them
- Provide well trained workforce from persons with disabilities
- Provide real employment opportunities for people with disabilities capable of working productively and effectively

b) Overall Goal

- Enhance the employability and financial inclusion of Young Adults with Disabilities (YAD) through equipping them with skills needed to integrate smoothly and compete freely in the labour market.
- Creating an enabling environment and sustainable platform for their integration and active participation in society and at the work sphere.

c) The Objectives

General objective:

Majidah platform provides equal opportunities, eliminate social and cultural barriers that prevent youth with disability from having equal employment opportunity and create an enabling environment and sustainable channel for their active participation in the labor market.”

Specific Objectives

- Improve disabled youth’s employability and financial inclusion
- Increase disabled youth’s income
- Change business and community perception on disabled worker’s potential
- Remove lifelong burden from disabled youth families

d) Strategy and Methodology

Majidah platform has a professional team working on the ground and use technology to create a convenient environment to enable young people with disabilities to have the right training and employment opportunities. The platform is constantly mobilizing the needed support for disabled to raise the number of beneficiaries from thousands to hundreds of thousands to the possibility of a million of them in the long run.

e) Goals

I. Goals related to People with Disabilities:

1. Providing job opportunities for disables.
2. Provide training opportunities for them to raise their chance in finding more decent jobs.
3. Increasing income and raising the standard of living of people with disabilities and their inclusion in the National Insurance and Pensions System, which guarantees their right to an equal life, a stable and a secure future with dignity.
4. Develop the necessary mechanisms to provide real jobs suitable for their potential, continuity and sustainability of the system.
5. Taking services into masses multiplier effect through digital technology.

II. Goals related to Business Sector

1. Provide well trained and productive workers from disables.
2. To help the business sector to cover their needs from 5%
3. Improve communication and collaboration between disabled support ecosystem stakeholders.

III. Goals related to the Society

1. To maintain community cohesion
2. Strengthening community capacity-building
3. Elimination of social marginalization of persons with disabilities

f. Objectives of the Project

Short-Term Objectives (Achieved by End of project):

1. Provide tremendous opportunity for disables
2. Labor market cover its 5%from disabilities

Long-Term Objectives (Long Run Achievement):

1. Create a market network for HRs & disables.
2. Create a space for training and educating people with disability.
3. Create a community where HRs and disables can communicate with each other.
4. Platform will be main hope for disables.

i. Beneficiaries

<i>Direct</i>	<i>Indirect</i>
<ul style="list-style-type: none"> ▪ People with Disabilities (YAD) <ul style="list-style-type: none"> ○ Age Group: 18 to 35 or above ○ Gender: Male & Female ○ Type: All types ▪ Business Sector ▪ Training providers 	<ul style="list-style-type: none"> ▪ Labor market ▪ Civil Society organizations ▪ Governmental institutions ▪ Society overall ▪ Disabilities families

- **Luxor Governorate**

Facilitate access to the workplaces in governorate and in marketplace.

3. Capacity Description

Numerous factor and capabilities that render Ebtessama best fit to implement the project including:

Previous experience: with its 10 year plus experience in disability services and with conducted studies, pilot programs, training campaigns and recruitment history Ebtessama has a thorough on ground experience and understanding enabling it to build on wide and solid grounds its coming years and future projects.

Setup & structure: with an active operating structure Ebtessama is stable and equipped to continue current activities and build related new projects using its on-ground team and active relations and network.

Operating team: With an experienced operating team working closely with disabled youth, businesses, governmental bodies and officials Ebtessama has the skill set needed to plan, execute and deliver required results in its area of expertise on which it continues to grow and build future developments.

Methodology: Awarded internationally and taken as best practice for Youth Employment and Adolescent programming by the American University in Beirut and the United Nations and UNICEF regional offices; Ebtessama's methodology gives it a unique and effective program to deliver needed results and build on future developments.

On-ground Network: with a ready and active network on ground of government bodies, disability schools, as well as various other entities all readily working on YAD integration, training and employment; Ebtessama is at an advantaged position to launch new initiatives and expand current ones through its on-ground presence and network.

Annex

About the Organisation

Ebtessama Foundation was established in 2007 based on a long history of community services of its Founder Ms. Magda Samy. Starting 1998 Ebtessama's Founder Launched consecutive campaigns:

- "Together We Can Help", a yearly campaign aiming at supporting one of the noble causes. In 1998, the "Together We Can Help" was launched to support the integration of children with disability in the society. 10 of the most distinguished schools adopted 9 charity associations for children with disability and each school planned monthly activities where both disabled and non-disabled children enjoyed together in social activity. The campaign ended with a Festival where every school made a fund raising event for the charity association they adopted.
- 1999 - 2002, Together We Can Help, was launched for environmental protection. The campaign involved 60 of the most distinguished schools in 9 awareness campaigns about environmental protection. At the end of every school year, an event was held at the Cairo Opera House, where every school exhibited the work of its students to convey a message to the society. The students designed extra ordinary items; wall papers, brochures, post cards etc., carrying messages to the society to protect the environment. For such campaigns Ebtessama Chairman was granted a Platinum Award from Hospitality Sales & Marketing Association International in New York, was nominated as Environmental Champion by USAID, during its 25th anniversary and granted the Key of Key West, the second oldest city in the USA
- 2003, "Together We Can Help" was launched to support children with cancer; aiming at raising the percentage of curable cases. A 9 months awareness campaign was launched about the percentage of curable cases. The campaign targeted 400 families and contained serious of social activities that involved 400 children with cancer. The campaign achieved spectacular results and was able to raise the percentage of attendance to therapy from 35% to 75%, which by in turn, raised the expected curable cases.
- 2004 to 2011, Put A Smile on A Child Face campaign was launched to focus on support, education, rehabilitation, acceptance and integration of children with disability. Having realized the massive volume of the disabled community in Egypt coupled with the extreme under service the segment is receiving in addition to their focal need of community acceptance and integration, the yearly campaign involved 60 of the most distinguished schools and 60 charity association serving children with disability. Every school adopted a charity association and planned a monthly social activity for both children. The campaign ended every year at the Month of Ramadan, where on daily basis during the month of Ramadan one of the schools and one of the charities are invited together for Iftar and fun activity.
- 2012 Ebtessama has undergone the 2nd phase of developing its programs moving its focus to the higher age bracket of potentially productive young adults with disability whom are unable to serve or be part of our community due to their poor education and rehabilitation, in addition to community non acceptance and rejection. During the past 5 years, Ebtessama has worked on developing its program, delivering a solid manual for its activities as well as testing its hypothesis and gaining institutional and governmental awareness and support. Continuing its role in disabled community services Ebtessama has been working on the third phase of its evolution through taking awareness, integration, training and employment activities for the disabled to the wider population and the new generations to prepare for a future of high social awareness, acceptance and integration for people with disabilities through its University Program.

AWARDS & RECOGNITION

Ebtessama is proud to have received numerous awards locally, regionally and globally as an organization and for the current “Right for an Equal Life Program” as well as to have reached various significant achievements and milestones during its years.

- **Ebtessama Foundation Awards and Recognitions**

- USAID: Nominated Ebtessama Foundation Chairman as USAID Environmental Champion
Florida Keys –USA: Honored the Key of Key West
- Hospitality Association International -New York: Platinum Award
Golden Bell Public Relations Competition – Brussels: 2 Golden Awards
Adrien Advertising Competition – New York: Silver Award

- **A Right For An Equal Life Awards & Achievements**

- International Labor Organization – Head Office – Genève: One of the Top 10 Initiatives Targeting Youth
- United Nations & UNICEF Regional Offices: Best Practice in Adolescent Programming in MENA & Globally
- The American University of Beirut (AUB): Documented as Best Practice for Youth Employment Protocol of Cooperation: International Labor Organization, UNICEF, Ministry of Education, Ministry of Tourism, Red Sea Governorate, and Social Fund for Development, 20 Hotels to provide training & employment opportunities
- Employment: 400 Youth with Intellectual Disability completed the empowerment program & employed by hotels in Cairo, Sokhna, Red Sea & South Sinai

SUPPORT FOR NATIONAL STRATEGIES

The growth & prosperity of nations depends on the productivity of its people. In Egypt, we suffer from a high percentage of low/nonproductive labor, who offers the society a negligible contribution

In spite of the Egyptian government’s strategy to reduce unemployment rate among youth and create appropriate employment opportunities, YWDs never benefited from these strategies. Such outcome is a natural result due to the fact that none of these strategies or programs target YWDs.

Public rehabilitation centers till moment are providing services and training, yet, still not linked to market need or available employment opportunities and do not support the placement of PWD

Ministry of Man Power force business to employ 5% of total number of employee from PWDs, yet, most of business contract them, have them on the payroll, pay them minimal salary and not request their presence or production. In that way employers conform to the law and fulfill they pay quota without really solving the problem of unemployment or have valuable addition to our workforce.