



**CREATIVE SERVICES
SUPPORT GROUP**

GENERAL OVERVIEW

**PLANNING FOR
2015 - 2020**



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INTRODUCTION

India has a vast population of young people, with more than half of its population of 1.2 billion younger than 25. Each month, 1 million young Indians enter the workforce – a pattern that will continue for the next two decades. The end result is that the government estimates that 500 million young people must be trained by 2022.¹

In order to address this population surge, larger companies such as Hindustan, Unilever and Tata are running what are effectively in-house universities for preparing new recruits. Tata's special campus in south India trains around 9,000 recruits at a time, for an average of 10 weeks. However, many smaller firms lack the resources to run training programs.²

Amrit Dhillon, a Delhi based journalist, argues that “Academic courses are misaligned with the needs of the marketplace, and turn out students who are good at memorizing information but poor on critical thinking and comprehension.”³

The traditional path to success – primary education, college, and a lifetime career at one company – is increasingly rare. This generation needs novel solutions to intractable problems and organizations nimble and creative enough to provide answers. CSSG is not only a creative charity, but a charity dedicated to creativity.

CSSG provides opportunities for the most marginalized young people in India, assisting them in working towards creating a financially secure future for themselves. Specifically by opening the creative sectors to young people by developing skills, vocational training, and personalized mentorship CSSG creates the opportunity for a meaningful career.

Our ultimate mission is to provide a school of excellence to those youth in need of assistance in order to give them the opportunity to receive the best quality vocational training, mentoring and career exposure, in an engaging learning environment in order to maximize all students' potential for employability.

CSSG has developed a plan for the period 2015 to 2020. Every programme and activity will be conducted having in mind the ultimate mission. **Through awareness, training, mentoring, and exposure, every youth will receive CSSG's support to succeed in any of the creative sector areas.** The following document presents further details about **CSSG's general objectives for 2020, as well as the specific objectives, expected outcome and activities planned for 2015.**

¹Yee, A. (2013, June 02). Filling India's Huge Need for Vocational Training. The New York Times. Retrieved from <http://www.nytimes.com>

²Dhillon, A. (2013, September 11). Where did the great dream go?. The Age. Retrieved from <http://www.theage.com.au>

³id.



BACKGROUND INFORMATION / CONTEXT

Every month one million Indians turn 18 and enter the workforce. ⁴ We work with those who are looking for a creative path forward; people who are going to lead the creative services.

CSSG works with children who are too old for many non-profits but too young to have settled into a career. These youth come from a diverse array of backgrounds, but they are all at least eighteen and looking for a chance to apply their talents. Many of our youth come from several feeder charities that we have partnered with over the years.

Once a youth joins CSSG, we provide intensive training in the career path of interest through workshops and interactive sessions led by industry experts from around the world. We work to find a job placement in one of our creative sectors, where we pair our youth with a mentor who will provide guidance throughout the training and job placement process.

CSSG programmes and activities have been organized in four main areas:

- a) awareness building & talent identification;
- b) education and vocational training;
- c) mentoring; and,
- d) career exposure and placement.

The decision to work within the Creative sectors (**Food, Literature, Art, Design, Architecture, Fashion, Music, Dance, Theatre, Film, Broadcast, Advertising, Technology and Policy**) was a conscious one; as Anand Kapoor, founder of CSSG, has aptly pointed out, every sector be it heavy industry or manufacturing is nowadays influenced by the creative sectors.⁵

Furthermore, creativity has been proven to be a source of growth -- growing at an impressive 14% annually between 2002 and 2008, all whilst it's employees enjoyed greater job security and earnings.⁶ Richard Florida, an American urban-studies theorist, adds that "Not only do creative workers earn much more, on average, than the large number of people who do low-end service work or rote manufacturing; they also get to do more enjoyable work and they contribute more by adding creative value."⁷

A 2010 UN report argues that, especially in developing countries, the creative economy fundamentally adds to growth and prosperity: "Adequately nurtured, creativity fuels culture, infuses a human-centered development and constitutes the key ingredient for job creation, innovation and trade while contributing to social inclusion, cultural diversity and environmental sustainability."

Lastly, employment in the creative sectors typically requires less financial investment in formal academia. Training can be done on the job whilst simultaneously making an instant contribution to employers, thus making the creative sectors more accessible for the underprivileged.

⁴Sengupta, S. (September 28, 2014). Narendra Modi Outlines Goals for India on Eve of a Visit With Obama. The New York Times. Retrieved from <http://www.nytimes.com>

⁵Tankha, M. (April 2, 2011). A global platform for Indian creativity. The Hindu. Retrieved from <http://www.thehindu.com>

⁶UNCTAD (2010) Creative Economy: A Feasible Development Option. Geneva: UNCTAD

⁷Florida, R. (2002). The rise of the creative class. New York: Basic Books



ABOUT CREATIVE SERVICES SUPPORT GROUP (CSSG)

CSSG Mission

CSSG believes that equal opportunities should be given to people regardless of their upbringing. It aims to break down the barriers to equality of opportunity by providing vocational training within job placements to young adults from underprivileged backgrounds, in other words leaning on the job. CSSG provides opportunities for the most marginalized young people in India, assisting them in working towards creating a financially secure future for themselves. Specifically by opening the creative sectors to young people by developing skills, vocational training, and personalized mentorship CSSG creates the opportunity for a meaningful career.

Our Approach

CSSG works with children who are too old to for many non-profits but too young to have settled into a career, especially in the creative sector. Indeed, CSSG believes that not everyone will have the opportunity or the intellectual capacity to become a doctor or a lawyer and therefore it is important for children and young adults to understand the other alternatives, which exist outside of these professional frameworks.

These youth come from a diverse array of backgrounds, but they are all at least eighteen and looking for a chance to apply their talents. Many of our youth come from several feeder charities that we have partnered with over the years. Once a youth joins CSSG, we provide intensive training in the creative career path of interest through workshops and interactive sessions led by industry experts from around the world. During this training process, we work to pair our youth with a mentor who will provide guidance throughout the process. Once training is complete, we work to find a job placement in one of our creative sectors.

Why we do it

After a careful needs assessment, CSSG realized that there is a distressing lack of support for underprivileged young individuals, to provide them with skills training and mentorship within the creative sectors. It was also clear that there are already a variety of organizations focused on vocational training, both for-profit and non-profit. Nevertheless, they are mainly preparing people for careers as hairdressers, machinists or to perpetuate India's rich cultural heritage through training in traditional handicrafts or performance arts. CSSG seeks to go above and beyond vocational training, by explaining not just the technical knowledge but instill a creative ability to rethink, reinvent, and reimaging.

Our Impact

CSSG is a young non-profit with big dreams but despite our short history, we have a number of accomplishments. Since the commencement of activities in 2012, CSSG has successfully placed eighteen adults with mentors and placed in full time jobs all



over Delhi. So far fifteen individuals have been placed in the kitchens of some of the best restaurants in Delhi, while one young man was placed at a dance company, another at a computer design company and another within the fashion industry. Additionally, we have hosted several high profile events so far. CSSG has had the opportunity to work with various Michelin chefs to train our youth and raise awareness of the importance of the creative sectors here in India.

Our History

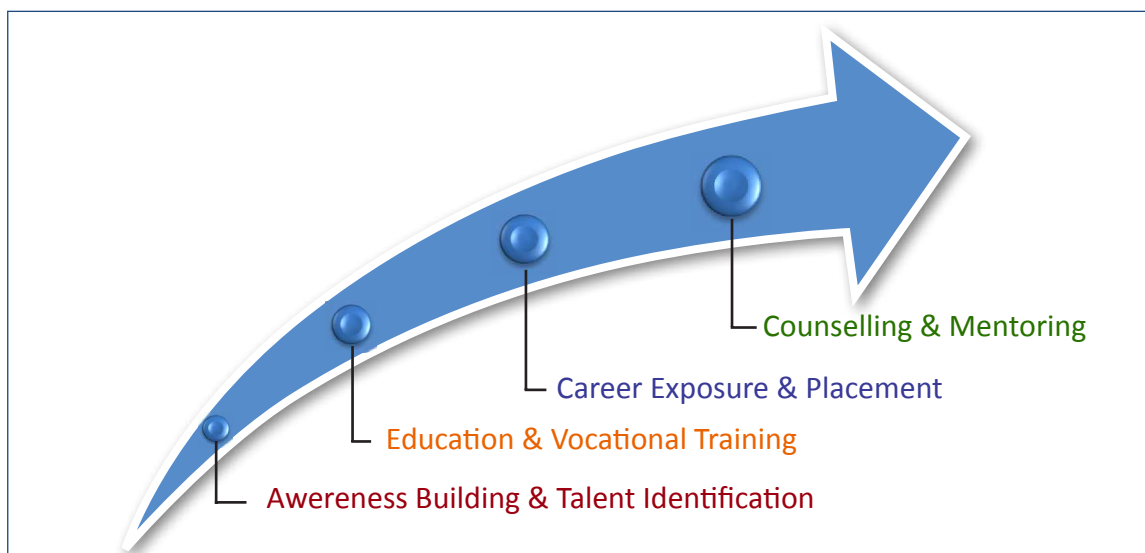
CSSG was founded in 2011 by Anand Kapoor to aid underprivileged young adults through skills training and mentorship within the creative sectors. Anand found that India had an alarming lack of support for young individuals as they transition into their adult life – especially for those looking to work in the creative sectors.

Under his guidance, CSSG believes that creativity leads to change and is looking to the creative sectors - such as Food, Literature, Art, Design, Architecture, Fashion, Music, Dance, Theatre, Film, Broadcast, Advertising, Technology and Policy - as an essential channel for influencing positive changes in societies and communities.

In 2011, CSSG paired with Rainbow Homes and Pallavanjali who provided youth who were looking to work in the creative sectors. In 2012, CSSG began to train eight youth in various culinary fields. All of those youth were then placed in jobs – ranging from some of Delhi’s best restaurants to fashion design firms – where many of them remain today. This continued in 2013.

CSSG Programmes

CSSG aims to **build awareness and identify talented youth** over eighteen who are looking for a chance to apply their creative abilities. Our target population is normally in a vulnerable situation since they are already too old for society in general, and many non-profits in particular, but too young to have settled into a career. Once a youth joins CSSG, we provide intensive **education and training** in the creative career path of interest: Food, Literature, Art, Design, Architecture, Fashion, Music, Dance, Theatre, Film, Broadcast, Advertising, Technology and Policy. They have the possibility to participate in workshops and interactive sessions led by experts from around the world. Furthermore, we work with them to provide **career exposure and job placement** in one of our creative sectors. Finally, **CSSG youth will be paired with a mentor** who will provide guidance throughout the entire process.





1. AWARENESS BUILDING & TALENT IDENTIFICATION (AB & TI)

The “Awareness Building & Talent Identification” programme has two main objectives. On the one hand it promotes the importance of providing opportunities in the creative sectors to underprivileged youth. On the other hand, it aims at identifying creative youth from India, that because of their underprivileged situation do not have the opportunity to develop their skills in those areas.

Thus, the idea behind the AB & TI programme is to raise awareness about the potential these youth have and the necessity to provide them with valuable opportunities. It is the first link between them and the charity, and will initiate the whole process of education, training, career exposure, job placement, as well as mentoring.

For that purpose, CSSG works with other charities (Such as Rainbow Homes) to identify those individuals suitable for a placement within the creative sectors. Although we are also exploring other avenues, collaborating with ‘feeder charities means that we work with young adults who have already received support, have an individual life plan and their needs and abilities are already identified. Participants need to be aged 18 and therefore legally entitled to work.

2. EDUCATION & VOCATIONAL TRAINING (E & VT)

We believe that a good traditional education is a necessary part of a meaningful employment, and therefore we encourage the youth we work with to continue their schooling, no matter what level they are at. Still traditional education does not work for all learners and on its own is often not enough to prepare for a meaningful career.

The E & VT programme aims at providing young adults with the long-term ability to think creatively and the skills needed to earn gainful employment in the short-term. In doing so, we don’t seek to replace but instead to supplement the traditional education system in a way that maximizes its efficacy on the young people we serve.

3. CAREER EXPOSURE & PLACEMENT (CE & P)

CSSG focuses on matching disadvantaged youth with high quality jobs that are intrinsically interesting. To do so we work with a youth to learn their interests, train them in the relevant skills, pair them with a likeminded mentor and provide them with a career opportunity. We don’t give out jobs, we give out opportunities. We follow a strict procedure to ensure that the young men and women we work with receive the best opportunities open to them.

Once the process of talent identification, training and education have been carried out, the CE & P programme will be in charge of building on the files and plan the individual “career exposure” needs as well as potential placement in the creative sectors for each of the CSSG youth. CSSG will help the young adults among other things to prepare, for their upcoming interviews with a prospect employer in the field of their choice. Once selected, the programme will give follow ups on each participants individual development plans, which will have to include a progression programme whereby the young people are guaranteed a definitive advancement.



4. COUNSELLING & MENTORING (C & M)

CSSG has decided to invest into mentoring their youth for two main reasons.

Firstly, we believe that the key to any mentor pairing is creating a bond that is deeper than work but about sharing dreams and aspirations. Our mentors are the point person when it comes to ensuring that a career is meaningful, interesting, and rewarding. All our mentors are professionals in the specific field.

Secondly, counselling also ensures that kids do receive support not just in the areas they are interested in but it goes further to try to advice them on other issues that indirectly influence their lives and future careers. As part of the counselling, the C&M programme will conduct regular site visits while the young adults. At the same time participants are responsible for maintaining their own records and updating CSSG on their progress and any ongoing challenges and general pastoral care. This work is done in collaboration with the homes they come from.



PLANNING FOR RESULTS 2015 - 2020

OVERALL GOAL (2015 – 2020)

Vocational School of Excellence

CSSG ultimate mission is to provide a School of Excellence to those in need of assistance in order to give them the opportunity to receive the best quality vocational training in the creative areas, in an engaging learning environment in order to maximize all students' employability.

SPECIFIC OBJECTIVE (2015)

Underprivileged youth interested in pursuing careers in the creative sector are identified by CSSG with the support of its partner associations in Delhi. Their skills, aptitudes and interests are analysed to decide together what kind of education, vocational training, career exposure, job placement, counselling and mentoring will be provided accordingly to their specific needs. Thus, CSSG strengthens and develops its mission through the implementation of nine specific activities that fall under the coordination of the four key programmes of the charity. Finally, women empowerment and gender issues will be the central theme of all CSSG actions taken forward during the year.

EXPECTED OUTCOMES (2015)

1. Build awareness about the importance of giving opportunities to underprivileged youth in the creative sectors and identify talents to be supported
2. An art exhibition and outreach activity to educate children about women empowerment, gender and inequality.
3. A three months training school that will provide 30-50 young underprivileged adults with a qualification certificate and thereby immensely increase their chances on the job market.
4. Several career exposure and placement activities for our youth to meet leading role models from the culinary sector to get them further inspired.
5. Monthly inspiration talks for CSSG youth in areas of their interest with professionals and experts in each of the creative sector areas.
6. Counselling & support available to each CSSG youth accordingly to their specific needs.
7. A big sister mentor project to provide mentoring support for young women between 16 and 25 years old, with the support of SHEROES.



STRATEGIES

2015 – Year of Women

2015 will be the Year of Women, aiming to give young women from underprivileged backgrounds a voice- Working with young women, CSSG has found that they often have no role models to inspire them to achieve their full potential. To celebrate the Year of Women and to gain funds for the charity's cause in order to make a difference to the lives of several young women we have put together a series of fundraising and outreach events including Dinners, Master classes, Mentor Programme and an Art Exhibition.

Partnerships

CSSG has had the pleasure of partnering with a variety of talented people and organisations. Without their generous support, we could not do the work that we do. Individuals and organizations can partner with us in one of three separate ways:

- 1) as Facilitation Partners, helping us ensure that we are providing high quality service. These charities or NGOs are generous enough to provide us with support, guidance, and advice. In many cases, we work together with a similar group of youth and continue the good work they have started but are unable to continue due to various social, legal and financial limitations;
- 2) Project Partners working with us as creative organizations hiring, mentoring, training, and further developing the youth that we serve; and/or
- 3) Event Partners, supporting the projects designed at raising awareness or funds for CSSG.

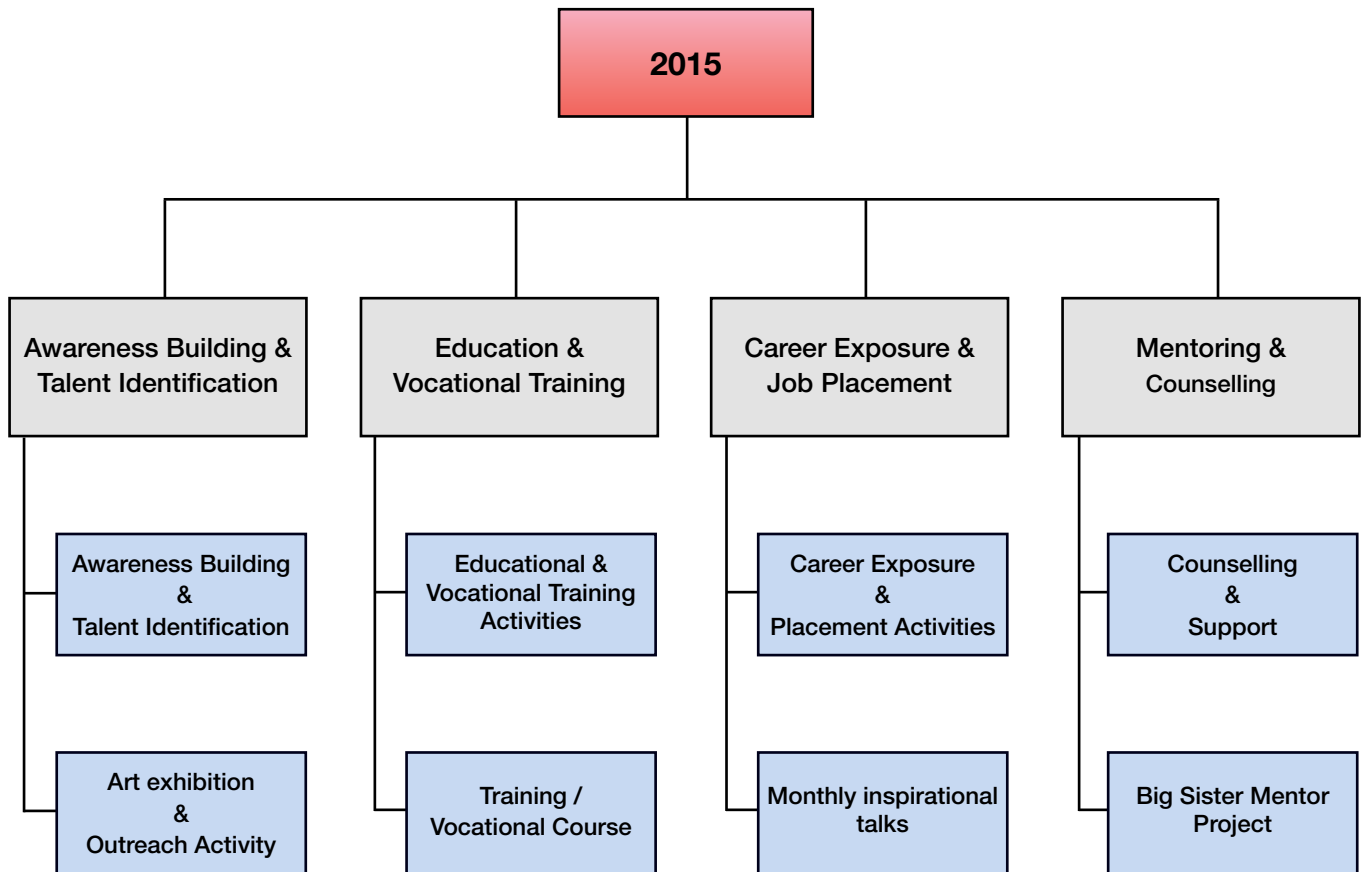
Fundraising

CSSG has been using high profile events for fundraising, such as Charity Dinners, Art Exhibitions, Art Auctions, Speakers Platforms, among others, as we believe that it provides people with a one-off experience in exchange for their money and support, rather than just asking people for donations. This approach has proven to be successful to us, as it creates opportunities to build networks, show results and raise awareness whilst simultaneously generating money for the charity. Furthermore, from 2015 onwards, CSSG will start approaching different stakeholders to ask for funds for specific programs or activities as well as exploring opportunities within CSR funding.

STATUS OF IMPLEMENTATION

CSSG is a young non-profit with big dreams but despite our short history, we have a number of accomplishments. Since the commencement of activities in 2012, CSSG has successfully placed eighteen adults with mentors and placed in full time jobs all over Delhi. So far fifteen individuals have been placed in the kitchens of some of the best restaurants in Delhi, while one young man was placed at a dance company, another at a computer design company and another within the fashion industry. Additionally, we have hosted several high profile events so far. CSSG has had the opportunity to work with various Michelin chefs to train our youth and raise awareness of the importance of the creative sectors here in India.

PROGRAMMES AND ACTIVITIES FOR 2015



1. AWARENESS BUILDING & TALENT IDENTIFICATION PROGRAMME (AB & TI)

In the period 2015 – 2020, this programme will be consolidated as a pillar for the long run sustainability of CSSG programmes and activities. Specifically for the year 2015, the AB & TI programme will work on two main areas: general activities to build awareness and to identify talents; as well as an art exhibition and outreach activity. Women empowerment and gender issues will be a general theme that will be taken forward in each of the activities.



1.1. Awareness Building & Talent Identification Activities

During 2015 CSSG will work on building awareness about the importance of supporting underprivileged youth in the creative sectors. Several meetings, discussion groups and dissemination activities will take place with that purpose. Those activities as well as our constant communication with our partners will help us identifying those talented youth that are worth it supporting. This will be the beginning of the whole process of empowering youth in the creative sectors.

1.2. Art Exhibition and Outreach

Throughout the past few years we have found that many young woman refuse to be open to opportunities within certain sectors due to strong stereotypes and misinformation. “The foundations for stereotypes in gender roles are laid through early gender socialization. Gender socialization is the process by which people learn to behave in a certain way, as dictated by societal beliefs, values, attitudes and examples (UNICEF 2007).”

An Art Exhibition and Outreach activity will take place. The works of renowned artists in relation to gender issues will bring together open letters by girls, talking about future aspirations and expectations with the focus on the evolving roles of woman in the future. The writings will be of young women in India and the United Kingdom with the possibility of involving letters from girls from other parts of the world. Our Exhibition and Outreach activity is to encourage girls to speak of hopes, dreams and ambitions and simultaneously to educate them on gender issues and open up the subject of gender and inequality. This, in turn, will be used as a tool to educate children both male and female from various socioeconomic backgrounds. This venture is supported by A New Direction in London (a charity that supports the use of the creative sectors in creating job) and we have hired FLOW India (an arts education provider) to undertake workshops with a group of schools ranging from top end schools to NGO/residential schools for extremely disadvantaged children. The funds raised by CSSG will ensure that the service providers are able to implement the course designed.

2. EDUCATION & VOCATIONAL TRAINING PROGRAMME (E & VT)

CSSG will work on two main E & VT activities in 2015. The charity start doing educational and vocational training activities and will launch a three months course for 30-50 individuals in the hospitality sector. Our ultimate objective mission by 2020 is to provide a school of excellence to those in need of assistance in order to give them the opportunity to receive the best quality vocational training in an engaging learning environment in order to maximize all students’ potential for employability.

2.1. Education & Vocational Training Activities

Since education and vocational training of underprivileged youth is in the centre of CSGG work, activities in these areas will be launched by the charity in 2015 aiming to start building towards the overall goal.

The course will be designed as three separate modules: housekeeping, front of house, and the Kitchen. The kitchen course will be run by Tante Marie at a leading hospitality school. Post completion of the course, the young men and women

CREATIVE SERVICES SUPPORT GROUP 2015 - 2020

will receive an internationally recognizable qualification certificate. The funds raised by CSSG will ensure that all fees, transport and stipends are covered. We are further exploring the opportunity to create further short-term placements for these young men and women at a leading hotel chain (change to The Leela group of hotels once confirmed).

3. CAREER EXPOSURE & PLACEMENT PROGRAMME (CE & P)

In the period 2015 – 2020, the CE & P programme will work towards the consolidation of its intermediary role between the CSSG youth and the employers. Furthermore, it will continue bringing suitable employers on board. Overall, the charity has found that most employers are receptive to the idea of helping underprivileged youth, but some organizations, like Chez Nini, L’Opera, Sweet Nothing and Tres do an especially excellent job developing young men and women from difficult backgrounds. For 2015, CSSG will strengthen its career exposure and placement activities and will initiate monthly inspirational talks with famous leaders to bring motivational roles the youth might be interested on.

3.1. Career exposure and placement activities

We will be reaching out to approximately 50 underprivileged youth for an interaction with eight leading female chefs at an organic farm. The aim is to create a truly memorable motivating, fulfilling, and hopefully life-changing day for 50 underprivileged children. They will interact with the chefs through a series of exercises – harvesting, planting, and cooking. The children range from those in extreme poverty to those who have been abandoned and they all live and study in the homes we work with. This “field” trip is structured to ensure that it leaves the children with a memorable and life reaffirming experience for them but also show them a different angle of farming, as well as the farm to table path. The funds raised by CSSG will ensure that interaction can take place.

3.2. Monthly inspirational talks

CSSG will conduct monthly inspirational talks for those young adults that would be already part of any of the programmes. Every month, a leading expert in any of the fourteen creative sectors will be invited as a guest speaker, to conduct an inspirational talk to those youth adults registered as beneficiaries of any of the CSSG programme. We strongly believe that the activity will have a direct effect in their development and at the same time it will also influence indirectly the way other areas of our work will achieve positive results.

4. COUNSELLING & MENTORING PROGRAMME (C & M)

In order to ensure the efficacy of CSSG work, regular counselling and mentoring has been put in place. During the period 2015 – 2020 the organization will strengthen the counselling and mentoring provided.

In 2015, CSSG will keep on providing its youth with counselling and support. At the same time, a Big Sister Mentor Project will be created in partnership with Sheroes.



4.1. Counselling & support

During 2015, CSSG will ensure that every youth that is being supported by the organization receives counselling and support during the whole process.

We strongly believe that allowing our youth to have access to counselling and support will strengthen other components of CSSG's work. At the same time, such personalized support will allow the organization to follow each specific youth profile and ensure that their careers are going in the right track. Giving counselling and support will be an ongoing activity to be carried out by the organization for the long run.

4.2. Big Sister Mentor project

A Big Sister Mentor project will be created in partnership with Sheroes. Sheroes is an organisation that connects woman to work opportunities and career support groups. Sheroes has a reach of 300,000 women in 2,000 companies in over 65 cities. CSSG has partnered with them to be able to access their database of woman in order to deploy a mentorship programme for young woman between 16 and 25. The project will be run thru a variety of outlets including internet and a series of workshops and career fairs. The target is to reach 1 million young women within 3 years. The funds raised by CSSG will ensure that a pilot project can be put into place followed by the larger scale initiative.