

**ENGLISH FOR
ECONOMIC
OPPORTUNITIES**

**GOOD
VISION**

SEVA TRUST

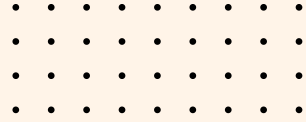
**TRANSFORMING
LIVES!**





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ABOUT US

Good Vision Seva Trust (GVST) was established in the year 2000 by Mr. Mano Thangaraj, present Member of Legislative Assembly and former Minister of TamilNadu and a group of concerned citizens from the field of Social Work. It is a secular, non-political and not for profit social organization committed to the sustainable development of marginalized communities in Tamil Nadu.



GVST focuses on six core areas:

Women Empowerment, Education, Environment, Health, Disaster Management, and Livelihood Promotion. **"English for Economic Opportunities"** project falls under their broader educational initiatives of GVST.

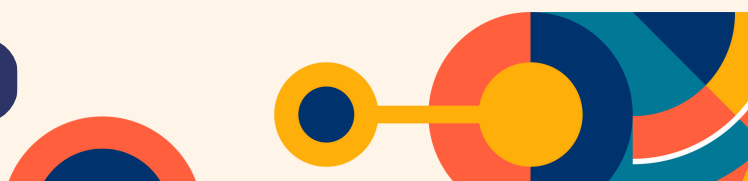


Vision

Towards Building a Self-Sustained Society

Mission

To enable the marginalized, the neglected and the vulnerable to lead an enriched and complete life



BACKGROUND AND RATIONALE

Unemployment remains a persistent challenge in India hindering the country's ability to fully harness the abundant wealth of human resources, with a young and dynamic population eager to contribute to its growth. One of the critical barriers in securing white collar jobs, positions that offer stability, better wages, and opportunities for upward mobility is the pervasive skill gap, particularly in English-speaking proficiency. Learning English is not just a skill but a transformative tool that can break the cycle of poverty and open doors to a brighter future.

English has emerged as a global language of opportunity, widely regarded as the language of business, technology and education. In India, white-collar sectors such as IT, finance, healthcare, and customer service are booming. Proficiency in English is often a non-negotiable requirement for these sectors.

Beyond employability, learning English equips vulnerable children with the confidence to engage with a rapidly modernizing society. It enables them to access educational resources, pursue higher studies, and connect with a globalized world where knowledge and innovation are increasingly shared in English. For instance, many competitive exams, scholarships, and vocational training programs in India require a working knowledge of English, making it a gateway to self-reliance.

Without this skill, these children risk being left behind, widening the inequality gap and reinforcing systemic disadvantages. Children from villages studying in government schools of India often come from economically and socially disadvantaged backgrounds. These rural areas are typically characterized by limited infrastructure, inadequate access to basic services, and a reliance on agriculture or manual labor for livelihood. Many of their families are small-scale farmers, daily wage workers, or part of marginalized communities, living below or just above the poverty line. Despite this demand, many government Tamil-medium schools face challenges in providing high-quality English language education. The lack of well-trained English teachers and inadequate English language instruction beyond academic curricula limit students' ability to compete in the job market.

There are other common challenges faced by children, such as helping with farm work or caring for siblings, often compete with school attendance, leading to high dropout rates, especially after primary education. Girls, in particular, face additional barriers like early marriage or gender-based expectations restricting their opportunities. Certain government schemes have improved enrollment and retention of students, but the quality of education including English proficiency remains a gap in government schools. For these rural students, the classroom is often their only chance to acquire skills that can break the cycle of poverty.

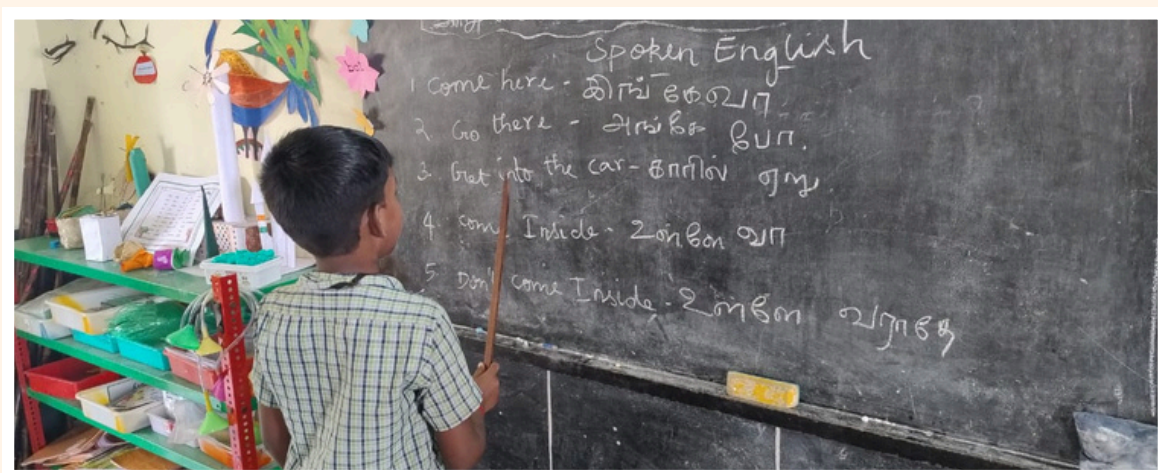
INTERVENTION

Recognizing this gap, the team has developed a customized initiative, **English for Economic Opportunities**, to be implemented as a pilot project in Kanyakumari and Chennai, with plans for expansion to Coimbatore and few other districts. This initiative aims to enhance English proficiency among students in government schools, particularly those from underprivileged backgrounds in rural and semi-urban areas.



By equipping them with strong English communication skills, the project seeks to unlock economic opportunities and empower Tamil Nadu's youth to thrive in a competitive global economy. This initiative is a crucial step towards bridging the gap between language learning and economic advancement, ensuring a brighter future for the next generation.

Together for Change is a global initiative to connect the Tamil diaspora aiming to work together for making a difference.



PROJECT OVERVIEW

English for Economic Opportunities

Pioneering a New Path

We have introduced a first-of-its-kind initiative to equip Government School students in Tamil Nadu with skills for higher education and better employment opportunities.



Tailor made

The project aims to improve English communication and comprehension skills through tailor-made study material.



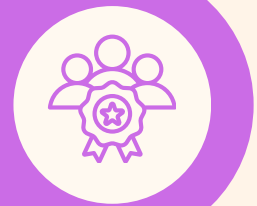
Target

In this project, we are targeting students from 3rd to 8th grade.



Experts

We will engage qualified teachers to train students to achieve the expected learning outcomes.



Bridging the divide

This initiative will bridge the socio-economic divide by providing equal access to quality English communication skills.



PROVEN SUCCESS



Kanyakumari Speaks English

"Kanyakumari Speaks English" project was piloted during the academic year 2023–24 in 13 schools, benefiting 960 students in grades 3rd to 8th.

- **Reading:** Daily vocabulary exercises significantly improved students' reading skills.
- **Writing:** Regular reading and repetition helped students memorize spellings and understand sentence structure, leading to better writing.
- **Vocabulary:** Students learned approximately 1800 new words and sentences annually, building a strong vocabulary base.
- **Listening:** The practice of reading loud and repeating enhanced student's listening skills.
- **Understanding:** Using the mother tongue to explain English words and their meaning helps students easily understand.
- **Improved Speaking Ability:** Activities like dialogue delivery and storytelling provide students with practical opportunities to use new vocabulary and sentence structures, boosting their confidence in speaking English.

TEACHING METHODOLOGY

- 45-minutes class room session every working day per class.
- Structured curriculum and study materials
- Vocabulary exercises
- Activity based revision
- Audio based learning environment



PRESENT STATUS

1. Project is ongoing in 68 schools (Kanyakumari and Chennai), reaching 8,400 students.
2. Girls constitute approximately 54% of the student population.
3. Ready Approval from government for expansion to 25 schools in Coimbatore.



WHY YOUR SUPPORT IS NEEDED?



1

Teaching and Study materials are provided to all participating students without any fees, ensuring equitable access to quality education.

2

The project does not receive financial support from any government funding agencies.

3

The project's sustainability depends entirely on the generosity of individual donors.

4

All funds raised from donors are exclusively allocated only to cover the project expenditures, guaranteeing responsible and transparent use of resources.

5

The project is managed by a team of skilled, efficient, and committed professionals, ensuring effective implementation, monitoring and evaluation.



PARTNERSHIP & SPONSORSHIP



Corporate Branding Benefits

Logo placement on learning materials, event banners, and our website. Special acknowledgment in press releases and social media. Invitations to networking events with stakeholders.

Volunteer Engagement Opportunities

Employees of sponsoring companies can volunteer as mentors.

Accountability

GVST will maintain proper books of accounts and submit periodical reports to the donor for CSR compliance.

Beneficiary-Donor Interaction

GVST will facilitate beneficiaries - donor meet, so that the donor can ascertain the progress of the project .



BUDGET PROPOSAL

Category	Contribution (Per Annum)	Impact
Platinum Sponsor	RS.10,00,000	Benefiting 1000 students
Gold Sponsor	RS.5,00,000	Benefiting 500 students
Silver Sponsor	RS.1,40,000	Covers 1 school
Student Sponsor	Rs. 1,000	Benefiting 1 student (Multiple sponsorships allowed)

Invest in a child's future...

Your support will educate and empower underprivileged children, enabling them to compete with peers across the country and become a global citizen by mastering English and other communication skills...



CALL TO ACTION



CONTRIBUTE

AND BE A PART OF THIS SOCIAL RESPONSIBILITY



BANK DETAILS:

1. ACCOUNT NAME - GOOD VISION SEVA TRUST
BANK NAME - FEDERAL BANK
A/NO - 11000200101852
IFSC CODE - FDRLO001100
BRANCH - MOUNT ROAD , CHENNAI.



2. ACCOUNT NAME - GOOD VISION SEVA TRUST
BANK NAME - CANARA BANK
A/NO - 61812200095174
IFSC CODE - CNRB0016181
BRANCH - KARUNGAL.



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**Join us in
transforming
the future of
thousands of
students
through
enhancing their
English
communication
skills!**



TOGETHER FOR CHANGE

Contact Information

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Visit our social media pages:

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- 📷 https://www.instagram.com/good_vision_seva_trust?igsh=MW9hbGdvcnhuZXg4ZQ==