



Program for Long Term Rehabilitation of Victims of the Asian Tsunami Tragedy
June 2005-2020

Prepared by

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History of Nagapattinam



Nagapattinam is one of the constituents of the Cholamandalam, acclaimed as the most prominent among the Tamil Kingdoms. Its salient features more than anything else have contributed to the glory of the Cholamandalam. The coastal town of Nagapattinam was the regional headquarters during that period. This region has been named after Kshathiriya Sigamani, one of the names of Raja Raja Cholan. Nagapattinam was also known as “Cholakula Vallipattinam”.

The town is first mentioned in a Burmese historical text from the 3rd century BC. The same text gives evidence of a Budha Vihar built by the great Ashoka. The Chinese traveller Hiuen Tsiang also mentioned the Budha Vihar in his book. Nagapattinam is mentioned as Padarithitha in ancient Buddhist literature. According to scholars “Avurithidal”, the name of a part of Nagapattinam may have been derived from the word Padarithithal, a name for the fruit tree “Bhirthee” which is very common in this region.

In ancient times “Naga Nadu” Nagapattinam referred only to Sri Lanka, and Buddhist monks there had close ties to the town. The Animangalam copperplate of Kulothungachola notes that Kasiba Thera, a Buddhist monk, renovated the Buddhist temple in the 6th century AD with the help of Buddhist monks of “Naganadu”. The nagar annam vihar later came to be known as “Nagananavihar”. Today Nagapattinam remains the headquarters of the Nagapattinam district.

The village of Tharangambadi (Tranquebar) was a Danish colony and trading port from 1620 to 1845, when it was sold to the British. Examples of Danish architecture includes the fort “Dansborg” from 1620, a town gateway from 1792, the Zion church from 1706 (the oldest Lutheran church in Asia), and the Danish governors bungalow from 1784. On the seafront, fighting a losing battle against the sea is the last monument of this village, Masilamani Nathar temple, built in 1306 by Mahaverma Kulasekara Pandiyan. Once a busy and important trade centre, this forgotten village of Tranquebar intrigues us with its history and captivates us with its beauty.



The impact of the Tsunami

On the morning of the 26th December 2004, the entire coastline of the Nagapattinam district was hit by a tsunami originated in a seafloor earthquake on the bottom of the Indian Ocean. A wave measuring 18 feet, travelling at 650kmph hit without warning. Not only causing massive damage to structures and taking lives along the shore, the Tsunami flooded areas as much as over two kilometres inland.



In Nagapattinam district, 73 but also farmlands and salt valuable crops and salt population of 14.88 lakhs largest group were the traders were impacted. Villagers were desperate, their boats smashed by the wave, homes ruined and livelihoods gone. After the first phase of emergency relief, Manpower and HOPE foundation initiated programs to make possible alternative trade careers in the district, breaking the coastal areas’ dependence on fishing as the only source of revenue, and agricultural day labour in the farmlands. This would mean giving vocational training through training centres and trade schools.



Loss of life and the extent of damage were massive, with as many as 6065 killed, 791 missing, and 1922 injured.

coastal villages were damaged, plains were flooded, spoiling stocks. In all, 1.98 lakhs of a total were affected. Of the affected, the fishermen, but also farmers and

Nagapattinam-District: Data on Impact of Tsunami

Total Area:	0.27 million hectares
Total Coastal Length:	187.9 km
Villages Affected by Tsunami	38
Coastal Habitations Affected	73
Total Population	1.5 million
Urban Population	0.3 million
Rural Population	1.2 million
Population Affected	0.2 million
Fishermen	87%
Agricultural Labourers	5%
Traders	5%
Tourists/Pilgrims:	3%

	Tamil Nadu	Nagapattinam	Percentage
Loss of Life	8018	6065	76%
Unidentified	1764	1733	98%
Injured	3446	1922	56%
Missing	1126	791	70%

Project Summary

Project	Setting up and running Vocational Training Centres in India, a global CSR initiative
Sponsor	MANPOWER Inc., USA
Implementation Partner	HOPE <i>foundation</i> (Registered Charitable Society) D-32, Jangpura Extension, New Delhi 110014, INDIA
Site Locations	Nagapattinam District. State: Tamil Nadu. India (1) Tharangambadi Village (2) Nagapattinam City
Project Duration	2005 to 2020
Total Project Cost	approx. US\$ 1 Million

Highlights

- MANPOWER VOCATIONAL TRAINING CENTRES – (MVTC)
 - First training centre inaugurated in Tharangambadi on 8th Oct 2005
 - Construction of first centre to be completed by October, 2006
 - Second Training Centre in Nagapattinam, operational since Dec 2005
 - Identification & completion of second centre to be completed by Sept,2007
- HOPE *foundation* - as implementation partner – is responsible for complete management of the project at the two sites, including acquisition of land, construction, recruitment of staff / trainers and running the training programs.
 - Training focused on local requirements and will evolve with development of the local economy.

Uniqueness of Project

- One of the largest private sector initiatives, in response to the tsunami disaster – USD 1 Million
- Unique development model - Long term focus & commitment (15 years), in order to make a sustainable impact
- Vocational Training integrated with support for appropriate employment or local entrepreneurship
- Incorporation of parallel revenue generation streams to make the project self-sustaining (beyond 15 years)
- Targeted at all sections of the population affected by the tsunami. This focus will not be diluted to ensure that affected population derives long term benefit (in spite of other disasters etc)
- Investment in project will have a ripple effect on the local economy – net economic benefit may be 10 -15 times the total contribution

Current Training Courses

1. **Tailoring** – this course is mainly meant for women

- Dress cutting and Designing methods
- Embroidery
- Looped and chain stitches embroidery
- Hand work – Muffler/Telephone Mate/ wire work/Doll Making/Flower Pots/Dry Fish/Pickles/Candle Making/Prawns Powder Making/ Hand Made products such as office stationeries/ book binding and etc...

2. **Masonry Work Training**

- Use of tools/safety precautions/Types and methods of construction/Studying building plan/ Estimation/Practical training on site/Special Products.

3. **Computer**

- Basic with Internet- computer concept / Micro soft DOS/Micro soft windows/Internet E-Mail chatting/Business package -MS office/DTP and etc...

4. **Electrical Appliances**

- Principles electrical work/Various Fans/Tube Lights/Electrical Iron Box/Mixie and all non electronic items/House wiring – single phase and double phase wiring.

5. **Driving**

- Theories of Driving/Types of vehicle/Needful Documents of vehicle/Meaning of L board and It's details/Necessity of vehicle/Traffic Rules and Regulations/Traffic rules between India and other countries/Accidents/First Aid/Insurance/Lessons on HIV/AIDS/ Environment/Personality Development and etc..

6. **Cell Phone Servicing**

- Basic Electronics/Transmission and Reception/Mobile Phone and Cell Phone Introduction/Technology of cellular Communication Cell Phone PCB Block Diagram

7. **Elite Course**

- Photoshop/Tally/Corel Draw/PageMaker/Data Entry/Hardware techniques.

**A total of 960 graduates will be trained every year at the two centres. More than 9,600 students will graduate in the first 10 years.

Overall Snap Shot (Oct 2005 till August 2006)

- Total Target for students to be enrolled Year 1:960
- Candidates Enrolled till July 1,2006 : 1204
- Dropouts* -207 (* Dropouts refers to candidates who did not complete the entire course About 50% have found employment on their own)
- Candidates Graduated: 591
 - Candidates Employed out of the graduated list # : 341

(# Employed refers to candidates who completed the training and got employment through MVTC)

- List of some employers
 - SIFFS, HLL , Nehru Yuva Kendra, Nagapattinam District Administration , Local schools
- 406 candidates are pursuing various courses

Average salary chart before and after training

S.No	Courses	Average salaries	
		Before	After
1	Computer	Rs.1000/- (Month)	Rs.7500/- (Month)
2	Tailoring /Craft	Rs. 1000/- (Months)	Rs. 2500/- (Month)
3	Masonry (brick layers training)	Rs.50/- (per day)	Rs. 170/- (per day)
4	Electrical Appliances/House wiring	Rs. 30 - 80/- (per day)	Rs. 80 – 170 (per day)
5	Driving	Nil	Rs. 1500 – 7000/- (Month)
6	Cell phone servicing	Rs. 1000/- (Month)	Rs. 3000/- (Month)
7	Elite Training	Rs. 2500/- (Month)	Rs. 3500/- (Month)

Other Initiatives

- Local MLA and M.P's (Mr.Mani Shankar Iyer) Office given brief of project.
- Meetings done with UGC representative on upgrading to Community college status
- Meetings done with consultants for recruitment of tailoring graduates in Garment Industries in Tirupur
- Organised visits for Craft trainers to attend training for Tanjore Painting and Glass painting conducted by Fevi Stic.
- Initiated partnership with Nehru Yuva Kendra a, Ministry of Youth Affairs for certification.
- Various Summer training camp organized.
- Students facilitated to participate in a Career Mela.

- Press coverage in a local newspaper for the passing out ceremony for candidates in Nagapattinam .The headline read “Manpower Vocational Training”
- Initiated linkages with local Government Industrial Training Institutes for technical supports for all our training programs.
- Created net work linkages with south Indian federation of fishermen society (SIFFS) for placement of our masonry and other course students – this helps to improve the local employment and economy.
- Developed linkages with international community (Shetland – UK) for marketing our products, skill exchange programs, sponsorship and receiving skilled volunteers.

Impact on Community

- Women opting for courses such as masonry, phone repairing and getting jobs which were predominately male dominated
- Students from working classes taking the entrepreneurial route after completing Electrical and Masonry training
- Holiday camps have helped the unemployed youth to do meaningful activities and restrained them to a large extent from indulging into anti-social activities
- Promoted youth leadership in the community