

CREATE AN INTEGRATED CAMPAIGN WHICH WILL ATTRACT, RETAIN AND ENSURE CONSISTENT ATTENDANCE OF STUDENTS AT SMARTREADING.

BACKGROUND

SmartLife is a NGO, licensed by the Community Development Authority (CDA), Dubai. The objective of the organization is to work closely with blue collar workers in various labour camps in Dubai and to help them improve their potential and thus the quality of lives through the diverse projects of SmartLife.

Launched in 2009, the diverse projects are selected to add different sets of value to the blue collar workers. Thus the focus is on educating the blue collar workers in spoken English (SmartReading), offering educational scholarships to the children of those working here (SmartSapna), honed focus on health (SmartMedic and SmartWellness), holistic approach to life (SmartMeditation), talent hunt (SmartIdol), encouraging hobbies and using spare time creatively (SmartWoman: a project exclusively for Women), joy of giving (SmartDistribution) to name just a few from an entire bouquet of projects.

SmartReading has completed 4 intakes and is a hugely successful program, where we teach workers to read and speak in English. After an initial screening the students are placed either in junior or senior category depending upon their English skills.

Screening for the next intake will start from July / August with classes to begin September 7th 2018 and till January middle. The intake will end with a course-ending test; following this will be the SmartReading graduation where the students will be issued a certificate. Even after a module is over, they can still continue with us and be part of the next intake; the idea is that they can stay with us for as long as they want and our hand holding will continue.

HOW IT WORKS

SmartReading classes are held every Friday from 3 to 5 pm. One hour is dedicated to reading simple motivational / inspiring stories in English. Each student gets a chance to read and the explanation of these passages are first in English followed by Hindi / Tamil, Telugu or Malayalam as the need may be.

The next hour is for bettering their communication skills in English. For this we select subjects that are close to their daily lives, themes that they can relate to and will resonate well with them; for instance, Food, Health, Family, Work, Bank, Airport, Sports and similar. Conversation and interactive exercises, role play etc will centre on a chosen theme every week.

Each class will have a minimum of 2 and maximum of 4 teachers to ensure each student get individual attention. The programme runs over a 4 ½ month period, culminating in a final exam.

THE CHALLENGE

To quote from our just concluded 2018 H1intake, we started with around 720 students which soon dropped down to 510 and finally 361 students stayed with the program and showed the confidence and determination to sit for the course ending exam and work their way to receiving a certificate.

We want you to create an integrated campaign that not only encourages blue collar workers to sign up to Smart Reading but also to commit to attending each Smart Reading session and seeing the course through to graduation.

WHAT'S ESSENTIAL?

We want the campaign centred on happiness; joy derived out of the workers beginning to speak in English; raising their own self-esteem; their pride in themselves. It should ultimately be a happy campaign that is inspiring and motivates others too to come forward to join the English classes.

This campaign must not paint a negative picture of blue collar workers lives or situations for the government has underscored clear measures to ensure they are taken care of well and in line with local labour laws and global best practices.

We are not to be referred to as SmartLife Foundation, just SmartLife (minus the Foundation).

WHAT TO CONSIDER/INSIGHTS

Reasons for class drop out:

- Fridays are too precious to be spent learning a new skill
- We would much rather go out with friends or sleep our way through the day
- Diffidence
- Afraid of being mocked by friends
- 'If I have managed without knowing English all these years, why do I need the skill at all'

Goals of organisation:

- To empower the blue collar worker
- To raise him slowly but surely from being a blue collar to becoming a white collar employee
- To hone his skill sets
- To help him / her interact with line managers in English, considering the UAE is a melting pot of over 200 nationalities and English could well be the common language for communication.

As a philosophy SmartLife does not dole out money. We hand-hold them all the way on the road to success.

TARGET AUDIENCE

Blue collar workers in various labour camps in Dubai.

We accept anyone no matter their age or ethnicity

KEY MESSAGES:

IT IS NEVER TOO LATE TO LEARN A NEW SKILL

LEARNING IS A JOURNEY AND NOT A DESTINATION

YOU WORK SO HARD TO SEND YOUR SALARY HOME, BE KIND TO YOURSELF TOO AND GIVE THESE 2 HOURS ON A FRIDAY FOR YOURSELVES. DO YOURSELF A FAVOUR.