

New GET-IT Centre in Tambov

Press Release

On November 22, 2007 new GET-IT training centre was officially opened in Tambov, Russia. This is the result of cooperation between World ORT, Hewlett-Packard, Microenterprise Acceleration Institute and Project Keshet.

- **GET-IT** (*Graduate Entrepreneurship Training on IT*) is part of HP's global Microenterprise Development Program and is a training initiative for young or unemployed or graduates between the age of 16 and 25 in underserved communities with good economic growth potential. Participating organisations will receive a grant that comprises a guidance course for the trainers of the organisation, the curriculum materials to be able to deliver the courses, as well as the technological devices needed to carry out this business-related training.

The objective of the new program is to advance the use of technology, to increase its access, to build the capacity for the use of information and communications technologies in the communities and to promote the development of Entrepreneurship and Microenterprise skills within underserved communities.

- The **MEA-I** (<http://www.mea-i.org>) is an international, non-profit organization that facilitates access and knowledge of IT by advancing the implementation of digital acceleration centres, student-centred teaching and learning programs through ubiquitous technology. The Microenterprise Acceleration Institute is sponsored by Hewlett-Packard.
- **HP** is recognized as a philanthropic leader among global corporations. During fiscal year 2005, HP contributed more than \$45 million in resources worldwide, helping students, teachers, community residents and nonprofits address some of their most fundamental challenges (<http://www.hp.com/hpinfo/grants/>).
- **World ORT** is a major international not-for-profit promoter of education and training, with some 200,000 beneficiaries every year. Since its foundation in 1880, World ORT has helped more than 3 million people through its global network of schools, colleges, training centres and programmes.
- **HP** and **World ORT** have a long standing and productive relationship, including the setting up of Digital Community Centres in Slavutych (Ukraine), Tula (Russia), and Dikhatole (South Africa) as well as Microenterprise Acceleration Programme (MAP) centres in Samara (Russia).
- Founded in 1989, **Project Keshet** one of the fastest growing women's advocacy and human rights organizations in CIS. Project Keshet in Russia, Ukraine, Moldova, Byelorussia and Kazakhstan currently has women's groups in 155+ communities and multi-faith/multi-national women's coalitions in 80+ of those communities.
- **ORT-KeshetNet**, a joint project of World ORT and Project Keshet is improving the economic conditions of its graduates. The project has established a network of 15 ORT-KeshetNet computer centres to provide professional retraining in IT (information technology) with the aim of creating new employment opportunities for unemployed and underemployed women in the CIS. In addition to job skills, these centres provide women with personal support, introductory leadership trainings and job placement services.

Within the frameworks of new program HP gives to each centre as a donation the products and goods described as follows:

- 10 student laptops
- 1 tablet PC for trainers

- 1 HP digital camera
- 1 printer
- 6 print cartridges
- 1 digital projector (external vendor)
- Net cart (external vendor)
- 11 software licenses
- T - Tools course materials
- Participation in Guidance Course sessions for trainers on T-Tools delivery

ORT Russia opens 5 GET-IT centres in following locations:

1. *Moscow ORT Technology College #14*
2. *Ekaterinburg, Vocational Training Centre "ORT-Career"*
3. *Tambov, "ORT-KesherNet" training centre for women*
4. *Volgograd, "ORT-KesherNet" training centre for women*
5. *Tula, Vocational Training Boarding School #2 for deaf people*

The new set of HP notebooks and "T-Tools" course developed with the support of Hewlett-Packard expands the capacity of the newly established Center which is being used mostly by women many of whom have succeeded in a Micro enterprise career thanks to the ICT skills and knowledge received

Irina, 43 y.o., beginning enterpriser:

Irina came to Tambov to visit with her sister after very difficult divorce with her husband, loss of home and job and complications in relationship with her son. She seemed to be totally broken and there is nothing to hope for. Nevertheless her close and relatives helped her to overcome all the hardships and she tried herself in a completely different area – design and tailoring of the curtains. Her curtains looked nice and people liked them. First clients showed up and many asked her to design the entire room. Irina realized that she needed the help of the software specialist. But this service was too expensive for the business on a start-up and she decided to learn to use professional software for interior design herself. She signed up to an ICT Literacy course and had bought a new PC. Irina plans to proceed with studying new software after she finished the course.











