

FOURTH NARRATIVE REPORT

Project Holder: Development Education (International) Society, DEIS, Pune, India

Project Name: Poverty Alleviation and Prevention through Enterprise Development in India, (PAPTED.IN) C317/1678E.

Project period: from 01.10.2002 to May 2005

Present period: from 01.04.2004 to 30.09.2004

1.CONTEXT

- 1.1 The general elections to Parliament were conducted successfully and the electorate gave a mandate for a change of Govt. at the center. Accordingly the new Central Govt. has been established at the Centre by a coalition under the title of PPA. The broad policies of the previous Govt. of liberalization and globalization in the economic sphere and also those in the foreign policy sphere have been continued. No doubt some curbs on foreign direct contribution in Industry and some slowing down of labour law revision have been accepted under the pressure of leftist parties who form a part of the coalition.

As far as programmes of DEIS are concerned however the emphasis on Poverty Alleviation by the way of establishment of small/ micro enterprises and particularly of emphasis on changing the mindset of people from traditional education to education with an element of enterprise education continue as an important aspect of Govt. policy. A fresh evidence of this is the reference to promotion of entrepreneurship in the address of the President of India, Hon. Dr. A. P. J. Abdul Kalam to the nation on the eve of National Independence day 15th August 2004, reproduced below.

Kalam bets on Education



Dr. Abdul Kalam

New Delhi: President A. P. J. Abdul Kalam on Saturday called for a system of competitive rewards based on performance and promotion of **entrepreneurship** that would not have the youth looking for safe jobs.

This should be done right at the teaching- learning stage with the help of teachers and institutions that embrace the latest in technology, he said devoting a considerable part of his address to the nation on the eve of the 58th Independence Day to his favourite subject of education.

Times of India Sunday 15-08-2004

- 1.2 The progress on setting up micro enterprises continues and as on 30.09.2004 1855 micro enterprises have been set up in the states of Uttar Pradesh, Uttaranchal, Orissa and Maharashtra – areas covered by this project. Details of the progress under all activities/ interventions of the Project are given in the table under paragraph 3.
- 1.3 Enterprise Education continues in the established 2-pronged approach viz advocacy and pilot programmes. The advocacy is at present concentrated on two levels. At the state level, DEIS is following up with the Education Dept. of Uttaranchal Govt. in regard to introducing Enterprise Education in school curriculum. At the Central Govt. level we have requested the President of India Dr. APJ Abdul Kalam to give DEIS an appointment to make a presentation of the Enterprise Education concept; this is with particular reference to his address to the Nation on 14th Aug 2004 referred to in paragraph 1.1 above in which he had emphasized Enterprise Education.

As regards pilot programmes at school level the Loyola School, Bhubaneswar has continued Enterprise Education classes to the new batch of 7th standard, after the last batch who had undergone such a course, had passed out to the 8th Std.

Efforts to continue such Enterprise Education field programmes in other schools in Orissa and also in other states are in hand.

a. In the aftermath of the joint announcement of CORDAID, SIDBI and DEIS at Lucknow on 20th March 2004, all PPIs were asked to conduct validation of the electronic data they had submitted to DEIS, as a prior step in preparation for the external evaluation likely to be arranged by CORDAID. The PPIs were also advised that DEIS would be carrying out its own data validation. No PPI submitted results of their in house data validation. Such data validation by DEIS brought out certain anomalies and the PPIs accordingly were requested to rectify the data and resubmit the corrected data to DEIS for passing their claims. Some PPIs had notable anomalies and these were called to DEIS HO and bring their physical records of all interventions.

b. DEIS realized that submission of the data electronically through PROMIES calls for CODE OF ETHICS to be followed by all who use it. Knowingly or unknowingly some PPIs did not take adequate care on this count. Therefore after a careful consideration and discussion with experts, DEIS has issued 2 important guideline circulars—one of “Code of

Practice” and the other an “Action Plan”.

c. Mr. S. P. Ranade a Senior Trustee was appointed as the Enquiry Officer to go into the physical records of the PPIs and issue Enquiry Report, on the basis of which PPIs were to rectify their entries into PROMIES and make necessary adjustments according to the “Action Plan” mentioned above, circulated separately.

d. Three PPIs whose PROMIES data had anomalies brought their physical records and these were examined by Mr. S. P. Ranade, who issued the Validation Reports. Two of the PPIs made necessary corrections in their PROMIES entries and resubmitted their revised claims. After necessary scrutiny the claims of these 2 PPIs were passed. DEIS too modified its PROMIES software to plug loopholes which had come to its notice.

e. One PPI viz Udyog Vikas Society (UVS) however has refused to accept the Enquiry Officer’s Report and has submitted some counter arguments which their representative had not mentioned at his discussion with Mr. S. P. Ranade during the course of his verification of UVS physical records. The claim of this PPI therefore has been held up on account of such non-cooperation. UVS has submitted a request to CORDAID through their email of 30th Sept 2004 by Prof. D. N. Rao, to intervene in this issue and appoint an independent evaluator for PAPTED. IN Project.

Around June 2004, UVS in an indirect way laid claim to have made the financial payments made by DEIS in year 2000, under a Bilance funded activity for a drop in center flat in Bhubaneshwar, purchased by DEIS from M/s Panchadeep Constructions. DEIS was advised by its lawyers that this claim is legally untenable, since UVS has become a judicial body in Dec 2001 and could not have made the payments to Panchadeep in year 2000. This was also confirmed by Panchadeep in their reply to UVS dt 07.07.2004. DEIS then acted as per legal advice.

However in the same mail of 30th Sept 2004, Prof. D.N. Rao requested CORDAID’s intervention for this drop in center also.

CORDAID responded vide their mail dt 01.10.2004. This covers the issue of the drop in center, which CORDAID has advised DEIS to transfer to UVS. Action on this has been initiated under advice to UVS. Seeking the permission of the Charity Commissioner in Maharashtra is the first step for this and the same is in progress.

To help CORDAID appreciate the background DEIS forwarded for receiving their valuable guidance its letter number DEIS/2004/09/669

dated 09.09.2004 that deals with concurrent issues referred to Prof. D. N. Rao. All these issues are important as they pertain to CORDAID funds entrusted by DEIS the project holder to Prof. D. N. Rao either in his capacity as Former Hon. President of erstwhile DEIS Orissa Chapter (an internal creation of DEIS) or as Working President of Udyog Vikas Society, Orissa.

- 1.4 Advocacy at Central Govt. level particularly with Prasar Bharati will now be resumed after formation and settling down of the new Govt. Advocacy at state level continues and the All India Radio (Akashwani) authorities in UP have shown a positive response. It is expected that broadcasting of Udyog Sadhana programmes will resume in UP in the near future. Advocacy with radio/ TV authorities in other states is being taken up.

In Orissa a fresh initiative of PAPPED.IN is being launched under a new name of UDYOG SADHANA with a new team lead by BHOOMIKA. The latter will take help of SANJOG and PUC, the other PAPPED. IN PPIs as required.

- 1.5 Details of Betty Brins Children's Museum, Milwaukee have been received from their management and these are under study.
- 1.6 The PROMIES software has been further refined and has been put in operation. Department of Science and Technology, DST, Government of India, is examining the use of PROMIES to monitor the DST and United Nations Development Programmes (UNDP) funded programmes. Issues of National Security of Information for this PROMIES application in Government are presently under discussion. DEIS is working closely with DST in this matter. A letter no. D. O. No. 14/1/2004 – NEB dt Sept 30th, 2004 is received from DST in this connection.
- 1.7 The Annual Review Meeting with PPIs took place at Lucknow as planned on 13th, 14th Oct 2004. All of us would have been happier if CORDAID was also represented. SIDBI could not send their representative due to other engagements. However they held a separate review meeting with DEIS and its PPIs on 12th Oct 2004 afternoon. On 13th and 14th Oct 2004, all PPIs had come with full preparation and the entire discussion at the meeting was on professional level. Proceedings of this Review Meeting are being submitted separately,

2. OBJECTIVES

2.1 The short-term goal of “Poverty Alleviation” is making good progress as will be seen from the progress of various activities in the table in paragraph 3. Even though the crucial activity is “setting up micro enterprises”, since this becomes a comprehensive indicator of the whole programme, the mass media and other interventions covering interaction between the PPIs and the beneficiaries have also been given importance and recognition through the MOUs. MOUs provide specific payments against the interventions. The total payment to a PPI is the sum of payment for interventions and of payment for setting up and reporting these in PROMIES.

2.2 The long-term goal of “Poverty Prevention” aimed at achieving a paradigm shift from traditional education to an education system inclusive of an element of enterprise education, is making steady progress. The national advisory body for education at secondary level viz National Centre for Educational Research and Training (NCERT) has specifically included “Enterprise Education” in the curriculum recommended by them to all states. The Pilot Programmes of targeting students/ teachers directly are also continuing. These are also reflected in table in paragraph 3.

3. ACTIVITIES AND OUTPUT OF 30.09.2004

RESULTS ACHIEVED BY LOCAL PARTNER, DEIS as of 30th Sept 2004

		Previous Programmes	Target for PAPPED.IN		Achievement for PAPPED.IN			
1	2	3	4	5	6	7	8	9
S.No	Activity	Achieved 1998 till Sept. 2002	Total Project Ending Sep. 2005 (bracketed fig.is changed to new figure.	As of end of Sept 2004	Reported PAPPED.IN As of end Mar 2004	Performance not validated during the DVE of July 04	Additional achieved April04 to Sept 04	Total Project achievement till sep.04
A1.2	Radio Programmes	384	(130) 52 (new)	52	43	43		43
A1.3	National Level Enterprise Development TV Programmes	13	(10) 3 (new)	} (23) 16				
A1.4	State Level Enterprise Development TV Programmes		13		11	-6 (Reduced as being excess of MOU target for the particular PPI)		5
A1.5	Print Media Articles	546	390	390	302		71	373
A1.6	Street Plays/Mass video Shows	13	14	14	17			17
A2	Media audience response servicing	95943	10,000	5750	2269	-247	1356	3378
A3.1	UVM Enterprise Video Usage camps (avg.30 viewers per camp)	320	333	331	102	-14 (Usage in EAC and Skill camps not validated)		89
A3.2	Entrepreneurship Awareness Camps	216	100	100	51			53
A3.3	Personal Counseling camps Days (avg.20 persons per day)	126 days	500 days	373	372			452 #
A3.4	Technical skills training – days	684	1500	183	64			**
A3.5	Personalized Assistance to poor women		1500	1326	1185	-610 (to the extent of detailed forms and documents not available)	349	924
A3.6	Enterprises set up	2660	2000	1753	1331	-197 (physical records not available	721	1855

)		
B1	Workshop, Meeting, Advocacy		3	3	8			8
B2	Enterprise Education pilot programmes*		20	10	22		2	24
B3	Enterprise Science and Technology Laboratory (ESTL)		1	-	Report is ready			
C1	Monitoring, Project planning meeting		3	3	3			3
C2	Annual Workshops		3	1	1		1	2
C3	Project Monitoring, Implementation and Evaluation Systems (PROMIES)				Started			
*	Students of enterprise education programmes	-	(300)1000 (new)	1000	1323			1323
	Number of students							

** Some technical skills programmes are of more than one-day duration.

In 'Personal Counseling', the number of persons counseled is to be 10,000 spread over 500 days of counseling. Presently in the Data Validation Exercise (DVE) about 700 beneficiaries of 'Personal Counseling' are invalidated due to 'Duplicate beneficiary entry with excess claim' from the project.

Note:

1. The Radio Programmes and TV programmes budgeted were revised downwards and their budget shifted to the activity B2 in view of the fast pace at which Enterprise Education programme has progressed during the project period. Permission of the Project Officer, CORDAID is taken for this. In above table, the bracketed figures are the figures that are revised to the new figures quoted alongside.

2. Column 7 reflects the Project Performance Data, which could not be satisfactorily validated during the Data Validation Exercise of DEIS, the project holder. This project performance data is therefore being removed from the reporting to the donors.

4. ORGANISATION

DEIS as project holder continues to actively pursue the PAPPED. IN Vision, Mission and Goal with the following partners:

1. Maharashtra Institute and Technical Consultancy Organisation (MITCON), Pune.
2. UDDESH, Pune.
3. Gore Entrepreneurial and Management Services (GEMS), Nagpur
4. Institute of Entrepreneurship Development, Uttar Pradesh (IEDUP), Lucknow.
5. BHOOMIKA, Bhubaneshwar, Orissa.
6. SANJOG, Bolangir, Orissa.
7. Palli Unnayan Committee, Orissa.

Udyog Vikas Society (UVS), Orissa is not expected to be an active PPI in future .

Maha Bank Self Employment Training Institute (MSETI), Pune is expected to join as a new PPI. A decision at their corporate level viz Bank of Maharashtra has reportedly been taken to approve of MOU between DEIS and MSETI.

5. ASSEMENT AND FORECAST

As a result of the Data Validation Exercise (DVE) done in July 2004 as a preparation for the 'EXTERNAL EVALUATION' announced by CORADAID for PAPPED.IN, DEIS as project holder will be removing doubtful non-validated performance data in the project performance reported by it as of date.

At the Annual Workshop held on 14th Oct 2004, all PPIs agreed to make up the targets of performance of the project by the end of the project period and accepted enhanced performance targets.

For example, it was decided to re-launch the 'Poverty Alleviation' media initiatives of PAPPED.IN in Orissa almost *ab initio* under a new title UDYOG SADHANA, to maintain uniformity of title of the programme in all the states of Uttar Pradesh (UP), Uttaranchal, Maharashtra and Orissa. The PPI BHOOMIKA has offered to take initiative for this. It will also take the help of SANJOG and PUC in this initiative. DEIS will share the stock of its *Udyojakta Vikas Malika, (UVM)* enterprise videos with BHOOMIKA to effectively restart the programmes. It is expected that as a result of the new initiatives, about 5000 needy unemployed youth of Orissa may respond to the PAPPED.IN during the rest of the project period till Sept 2005. The Annual workshop proposed that a separate temporary facility be created to serve the counseling needs of these beneficiaries. BHOOMIKA has agreed to man this.

6. FUNDING POSITION

Financial statement as of Sept 2004.

Status of amounts sanctioned and disbursed by CORDAID and contributions raised by DEIS and its network partners is given in table below.

Sr.No	Agency	Project no. C317/1678E Sanctioned/allocated Amount (Rs.Lakhs)	Received Amount (Rs.Lakhs) as of 31.03.2004	Percentage of budgeted/ allocated amount to amount received
1	CORDAID, Netherlands	109.96	58.40	53 %
2	SIDBI	14.00	07.43	53 % **
3	Bank of Maharashtra	5.00	05.00	100 %
4	IEDUP	1.50	01.50	100 %
5	SANJOG	0.60	00.60	100 %
6	GEMS	0.50	00.50	100 %
7	Private donors #	2.10	02.47	118 %
8	DST *	4.00	04.00	100 %
9	Uddesh	0.05	00.05	100 %
10	Bhoomika	0.10	00.10	100 %
11	Palli Unnayan Committee	0.15	00.15	100 %
	Total	137.96	80.20	58 %

NOTES:

- * For an assignment which is in furtherance of our Project in respect of preparation of curricula for "Enterprise Education for Vocational Students".
- # The private donors include the following donors who have contributed above Rs.10000/-

1. Mr. Wilfried Claus, The Netherlands	Rs. 55,000/-
2. Dr. Sunil Sonawane, India	Rs. 50,000/-
3. Mr. Abhijeet Gole, Singapore	Rs. 11,000/-
4. Ms. Anuya, U.S.A.	Rs. 25,000/-
5. Mr. Mukesh Pawar, India	Rs. 11,000/-

3. ** SIDBI's further contribution will be received on receipt of next installment from CORDAID.

4. 53% of the funds have been received from the main donors CORDAID and SIDBI. DEIS disburses funds to its PPIs on the basis of Performance reported and funds in hand. Accordingly a minimum of 53% of MOU dues has been settled for all PPIs.

5. The PPIs of PAPTED. IN at item no. 45,6,9,10 and 11 have contributed to OWN CONTRIBUTION of the project by paying the amounts mentioned above in cash to DEIS.

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