

THIRD NARRATIVE REPORT

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

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

Project period: from 01.10.2002 to May 2005

Present period: from 01.10.2003 to 31.03.2004

1.CONTEXT

- 1.1 At the national and state level there is pre occupation with election. Employment generation has become the most important part of all major parties propaganda. Solving the acute unemployment has gained increased importance in the national agenda. All activities towards the goal of providing additional employment are therefore gaining momentum. A special emphasis has now been laid on, “ Women Empowerment” which features prominently in the **Vision 2020 put forward by the President of India, Dr. A.P.J. Kalam.**

Further the President exhorted technological universities and their Vice-Chancellors to “**develop an integrated course for students in schools and colleges to facilitate them to set up their own enterprises, without waiting for the Government to provide employment**”

The goal adopted by DEIS from the beginning and placed before the Society has thus been officially endorsed by the nation.

- 1.2 Under the Poverty Alleviation Programme very significant progress has been achieved. The significance lies in the fact that as on **31/03/2004 1331** micro enterprises have been set up and their records entered into the PROMIES software but even more importantly, details collected up to end of Jan 2004 indicate that the number of beneficiaries in income bracket of Rs. 2000 – 2004 shot up from 42 before intervention to 467 after and in the income bracket of Rs. 4000 – 6000, it went up from 5 before to 108 after. The number in the higher income bracket of Rs. 10,000 and above is also significant viz 8. It is further noted that over

90 % of these beneficiaries are in Rural areas and nearly 75 % of them are women. It is clear that DEIS programmes are aimed pointedly at the appropriate target group of the poor, envisaged by CORDAID.

1.3 As far as **Enterprise Education** is concerned very significant progress has been achieved by DEIS in the drive to get acceptance of the concept of Enterprise Education by authorities and experts in the field of education. The specific developments in this regard are mentioned below:

- a. NCERT (**National Centre for Educational research and Training**) has issued revised guidelines for implementation of Work Education Programme in school (November 2003). Its preface mentions, "A special feature of the core component is that the activities proposed above include activities which may help in developing entrepreneurship skills under the heading "**Enterprise Education**". The units and subunits of Enterprise Education attached to the guidelines cover most of the concepts which feature in the curriculum developed by DEIS for Enterprise Education. The NCERT have also placed on record the contribution of Mr. Pradeep Wagh, Secretary General, DEIS as a member of the relevant working group.
- b. The Higher Secondary Certificate Board (**HSC Board**) of Government of **Maharashtra**, Pune invited Mr. Pradeep Wagh, Secretary General, DEIS Pune, to make a presentation of Enterprise Education Concept - Materials and Methods - to the curriculum revision committee at which 60 senior teachers who are conveners of various subjects, attended. The presentation took place for 2 days on 10th & 11th Oct 2003 and was very well received. Mr. Mohan Awate the Chairman of HSC Board deputed his Chief Co-ordinator Dr. Y. Z. Sali to attend the, "Meet and Greet" meeting organized at DEIS on 24th Feb. 2004 on the occasion of visit of **Mr. Chan Ling Yong**, Finance Officer, CORDAID and **Mr. M. Kandasamy**, Financial Consultant.
- c. Earlier, **The National Institution of Open Schooling (NIOS)**, New Delhi invited DEIS to submit papers and make presentation at the International Conference on open education held at Delhi in March 2003. Accordingly, **Brig. P. V. Gole, (Retd)**, AVSM, Chairman, DEIS submitted a paper on Holistic Development according to Indian Concept and **Mr. Pradeep Wagh**, Secretary General, DEIS submitted a paper on Enterprise Education for school going children. He also made a presentation of this paper during the conference and it was generally accepted that this was a novel concept, which was relevant to the need for improvement of present education system. This development has been mentioned

in the 1st Narrative Report but is mentioned in the context of progress on Enterprise Education.

- 1.4 Two important visits of representatives of CORDAID took place during this period.
- a. **Mr. Chan Ling Yong, Finance officer and Mr. M. Kandasamy**, Financial Consultant visited on 23rd Feb 2004 for the purpose of “financial audit”. They went thoroughly into the practices and records maintained by DEIS, had discussions with the Chairman, Secretary General and Financial Officer as well as with all the Trustees. A, “Meet and Greet” meeting was also held on this occasion for the two visitors of CORDAID to meet DEIS associates. Mr. Chan Ling Yong and Mr. M. Kandasamy were satisfied with the practices and records of DEIS, they have suggested some modifications for which compliance report will be submitted along with Audit Report.
 - b. **Mrs. Harma Rademaker**, In-charge of Asia Desk visited the PAPTED.IN project on **20th March 2004** at Lucknow.
 - c. At Lucknow Mrs. Harma Rademaker attended a Review meeting for “**Redefining of Vision of Udyog Sadhana/ PAPTED.IN Project**”. At this meeting representatives of SIDBI and IEDUP were present. She also took the opportunities to make field visits to some beneficiaries of PAPTED.IN Project in various locations in Lucknow. Details of the proceedings of this visit of Mrs. Harma Rademaker are given in the UPDATE April 2004 appended.
 - d. Earlier on 14 -03-2004, Mrs. Harma Rademaker had called on UDYOG VIKAS SOCIETY , a society registered in Orissa as an off-shoot of the earlier DEIS-Orissa Chapter that looked after DEIS’s programmes that were already known as UDYOG VIKAS programmes. . At Bhubaneshwar a representative of Udyog Vikas Society appears to have mentioned that only one social organization can and should work on such projects in Orissa and that would be Udyog Vikas Society . This quite likely has been provoked by a misunderstanding between DEIS and Udyog Vikas Society over the flat office acquired by DEIS for implementing its own programmes in Orissa in 2001. This however has been hopefully sorted out and the Udyog Vikas Society appears to have acknowledged that the flat office was purchased by and is owned by DEIS.

- e. DEIS, as an organization philosophy, always maintains that it is only a trustee of the funds and grants given by the donor and hence is an owner for legal purposes only, to the extent it is accountable to various authorities for the funds. In actual fact it believes that all benefits, from its side, shall accrue to the donor, with DEIS safeguarding the funds and assets as a trustee only.
Therefore there is no need for harboring any other sentiments.

The problem of poverty and education are so vast in the country and in Orissa in particular, that it will require many organizations like DEIS, Udyog Vikas Society to tackle the same. Udyog Vikas Society has been doing excellent fieldwork and continues as a PPI for this project.

But DEIS has now 3 more PPIs in Orissa engaged in work of Poverty Alleviation. Of these the one SANJOG is working in Bolangir a pre-dominantly '**Adiwasi area**', benefiting mainly women who are below poverty line. It may be mentioned that during the period Oct 2003 to March 2004 this PPI has been able to set up appx.120 micro enterprises almost wholly by underprivileged women.

- f. Other PPIs identified for PAPTED.IN in Orissa are **BHOOMIKA** and **Palli Unnayan Committee**. BHOOMIKA is strongly involved in also "Poverty Prevention" experiments of DEIS.
- g. In this context it would be relevant to mention one aspect, which came up during discussion with Mr. Chan Ling Yong and Mrs. Harma Rademaker and that is "**sustainability**". It is the perception of DEIS and its network partners and even generally that the project of **Poverty Alleviation cannot be self sustaining** and the aim of all organizations, for setting up such micro enterprises has been to reduce the cost of setting up such micro enterprises. It will be seen that in project C317/1678E PAPTED.IN the average cost would come to appx.Rs.5000/- per enterprise, which is probably the lowest cost figure amongst the organizations working in this field in India. It is our perception that this activity will have to continue with aid.
However the activity of **Enterprise Education** a part of the **Poverty Prevention** is something which can at least be partly sustainable in 2-3 years time as far as DEIS is concerned.
DEIS hopes that CORDAID appreciates this situation.

- 1.5 Advocacy at State level with radio/ TV authorities is making some progress. Discussion with Prasar Bharati has not been taken up yet. It will be resumed after formation of the new Government. However, ground reality seems to say that free broadcasts may not happen now. The necessary telecast fees may have to be paid.
- 1.6 Local contribution stands at Rs. 21.8 lakhs against Rs. 28 lakhs budgeted. The balance local contribution is sanctioned and will be available as the project progresses.
- 1.7 The Preliminary Report on Betty Brins Children's Museum Milwaukee (USA) was discussed by Ms. Anuya Wagh during her short visit to India with Dr. Vijay Bhatkar presently Chairman 'Education to Home (ETH)' and previously Chief of "Centre for Development of Advanced Computer (CDAC)" and inventor of the Indian Super Computer PARAM. He has shown considerable interest in the project.
- 1.8 The PROMIES Software has now been in operation and the Department of Science and Technology; New Delhi has shown interest in getting for their project monitoring of DST and UNDP funded Programmes through an adapted version of PROMIES.
- 1.9 Good progress on setting up of micro enterprises has been achieved as will be seen from the table of Activities and output as on 31.03.2004 under paragraph 3.

2. OBJECTIVES

- 2.1 The short-term goal is "**Poverty Alleviation**" by making enterprise information and training available and accessible to the poor and disadvantaged through mass media and field programmes. This is achieved through 2 stage activities:
 - a. Mass media motivation and dissemination of information.
 - b. Field level activities for those who respond to mass media programmes, like Enterprise Awareness Camps (EAC), Personal Counseling, Technical Skills Training, etc.
- 2.2 The long-term goal of "**Poverty Prevention**" aims at achieving a Paradigm Shift among educationist, government decision makers, school authorities and private individuals to make them appreciate the need to include Enterprise Education in school curriculum, so that the school

children avail of the opportunities around them for small enterprises in various economic sectors at an appropriate young age.

2.3 A third minor goal is conduct Research and Pilot activities for drawing up a Project Report for setting up an Enterprise Science and Technology Laboratory.

2.4 Details of activities are given in the table under paragraph 3. following explanatory comments are offered on these activities. It will be generally seen that a good progress has been achieved in critical activities.

2.4.1. A MOU with MSETI is still not finalized because of internal procedures and this is being followed up. But they are continuing to use the Enterprise Education Material developed by DEIS in their programmes of training rural youths to set up enterprises in various vocations.

2.4.2. However, 2 new PPIs have been identified in Orissa and they have effective organizations to under take activities under the PAPTED. IN Project. MOUs are being entered into with them. They are:

- a. BHOMMIKA has undertaken to set up 240 many enterprises.
- b. PUC (Palli Unnayan Committee development committee) has undertaken to set up 200 enterprises.

2.4.3. PPIs are discussing with local authorities to telecast/ broadcast their programmes. The officials of OTV Station Bhubaneswar attended on 17th March 2004, the graduation ceremony of students of DAV School, Pokhariput, Bhubaneswar after their full term exposure to Enterprise Education curriculum for standard eighth.

2.4.4. **Following meetings** took place during this period:

- a. Review meeting at DEIS on **19th December 2003** to review progress of Enterprise Education. The meeting was attended by representatives of SSC/ HSC Board, Pune and experts/ teachers from Maharashtra and Karnataka.
- b. Meeting for reviewing the progress of PAPTED. IN in U.P., at Lucknow on **20th March 2004** at which Mrs. Harma Rademaker, chief of Asia Desk CORDAID and representatives of SIDBI, Lucknow and IEDUP. The committee also visited some beneficiaries of this project in various parts of Lucknow.

2.4.5 Mr. Pradeep Wagh, Secretary General conducted various programmes of training in Enterprise Education in different parts of the country; all these were very well received.

2.4.6 Special mention has to be made of the presentation of Enterprise Education methods and materials for vocational students by Secretary General DEIS to educationist of the new **Uttaranchal State** under the auspices of Vice Chancellor, Dr. S.P. Mishra, Dev Sanskriti Vishvavidyalaya on 23rd March 2004.

3. ACTIVITIES AND OUTPUT OF 31.03.2004

RESULTS ACHIEVED BY LOCAL PARTNER, DEIS as of 31st March 2004

S.No	Activity	Previous Programmes	Target for PAPTED.IN		Achievement for PAPTED.IN		
		Achieved 1998 till Sept. 2002	Total Project Ending Sep. 2005	As of end of March 2004	Achieved PAPTED.IN As of end Mar 2004	% w.r.t Mar.2004 target	% w.r.t Project target
A1.2	Radio Programmes	384	130	52	43	82	33
A1.3	National Level Enterprise Development TV Programmes	13	10	23	11	47	85
A1.4	State Level Enterprise Development TV Programmes		13				
A1.5	Print Media Articles	546	390	350	302	86	77
A1.6	Street Plays/Mass video Shows	13	14	14	17	121	121
A2	Media audience response servicing	95943	10,000	5750	2269	39	23
A3.1	UVM Enterprise Video Usage camps (avg.30 viewers per camp)	320	333	101	102	100	31
A3.2	Entrepreneurship Awareness Camps	216	103	63	51	80	49
A3.3	Personal Counseling camps Days (avg.20 persons per day)	126 days	500 days	373	372	100	74
A3.4	Technical skills training – days	684	1500	183	64	**	**
A3.5	Personalized Assistance to poor women		1500	1326	1185	89	79
A3.6	Enterprises set up	2660	2000	1753	1331	76	66
B1	Workshop, Meeting, Advocacy		3	3	8	266	266
B2	Enterprise Education pilot programmes*		20	10	22	220	110
B3	Enterprise Science and Technology Laboratory (ESTL)		1	-	Report is ready	100	
C1	Monitoring, Project planning meeting		3	3	3	100	100
C2	Annual Workshops		3	1	1	100	33
C3	Project Monitoring, Implementation and Evaluation Systems (PROMIES)				Started	100	
*	Students of enterprise education programmes	-	300	300	1323	441	441
	Number of students						

** Some technical skills programmes are of more than one-day duration. Hence the percentage calculation of Actuals vs Project target is not given above.

4. ORGANISATION

During this period following new MOUs with PPIs have been signed for implementing the PAPTED.IN project.

- a. **BHOOMIKA** in Cuttack Orissa
- b. **PUC** (Palli Unnayan Committee), Oriss
- c. **Aavishkar Shikshan Sanstha , Nasik, Maharashtra** for research in **ENTERPRISE EDUCATION** for primary level children.
- d. **UDDESH**, Pune, Maharashtra

All other Organisation matters remain as in previous report.

5. ASSEMENT AND FORECAST

The general elections for Lok Sabha (Parliament) at the Centre and for the Vidhan Sabha (State Assemblies) in some states like Madhya Pradesh and Orissa, soon to be completed will decide the future political climate in the country. However, it is quite clear that the focus on solving the unemployment problem will continue to receive top priority. Also the urgent need for introducing Enterprise Education in schools and more particularly in vocational schools is also getting urgent attention in the country. Therefore it is certain that the political climate will be quite favorable for DEIS Programmes.

6. FUNDING POSITION

Financial statement as of March 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 %

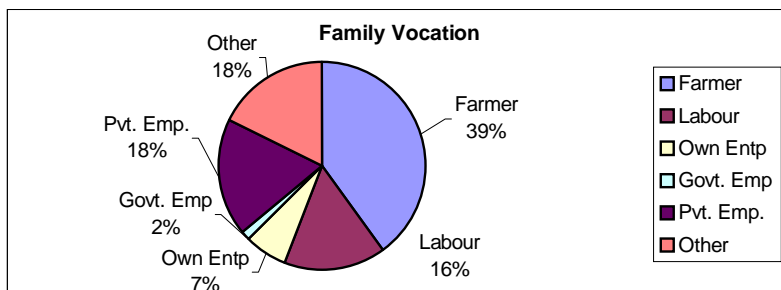
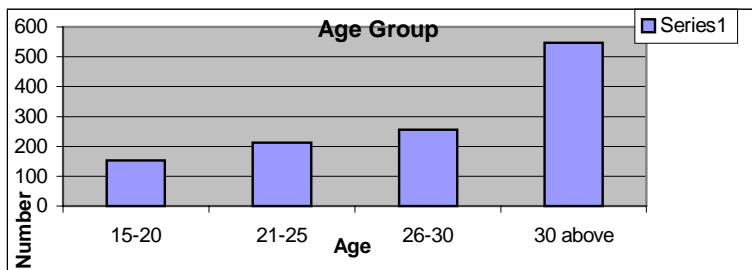
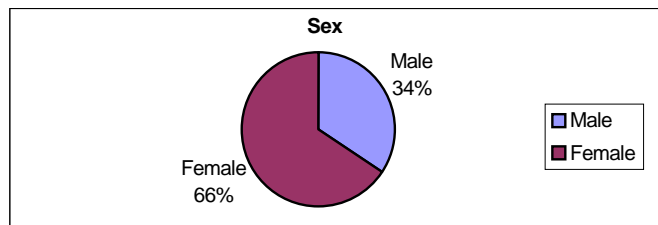
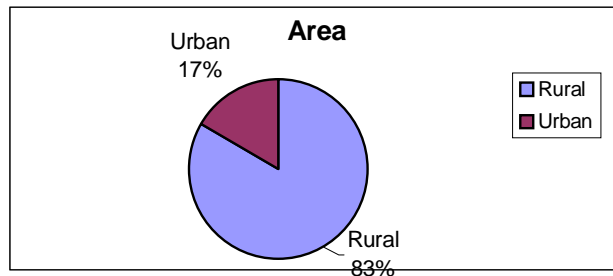
* For an assignment which is in furtherance of our Project in respect of preparation of curricula for "Enterprise Education for Vocational Students".

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/- |

Enterprise Setup Cross Tab under PAPPED.IN Project as of Jan 2004

Area	Total
Rural	973
Urban	194
Sex	
Male	402
Female	765
Age Group	
15-20	153
21-25	212
26-30	255
30 above	547
Family Vocation	
Farmer	468
Labour	185
Own Entp	76
Govt. Emp	18
Pvt. Emp.	212
Other	208
Total Records	1167



Prepared on 19.02.2004

Enterprise Setup Cross Tab under PAPPED.IN Project analysis of Income level before & After Enterprise Startup as of Jan 2004

Family Income Before Enterprise Started	Total
up to 500	475
500-2000	640
2000-4000	42
4000-6000	5
6000-10000	5
10000 & above	0
Total Records	1167
Family Income After Enterprise Started	Total
up to 500	86
500-2000	460
2000-4000	487
4000-6000	108
6000-10000	18
10000 & above	8
Total Records	1167
no. of Enterprises with Investment more than Rs. 50000	Total
	186

