

Final Narrative Report

CORDAID Project No.C317/1678D

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

Development Education Programme, Extension and Expansion (DEPEE)

Period from: 01.04.2001 to 30.09.2002 (18 months)

1. Context

- 1.1 Government's appreciation of the usefulness of NGOs has improved. However attitude of Prasar Bharati-an autonomous Corporation, which controls the Government Radio and TV Channels continues to be unappreciative of DEIS' programmes, since it continues to apply purely financial norms for acceptance of Radio and TV programmes for broadcasts/telecasts. To that extent advocacy has become more difficult.
- 1.2 Administrative changes have been legislated and states of MP & UP have been carved into smaller states. MP & UP were bifurcated into 2 states each, MP into MP and Chhattisgarh and UP into UP and Uttaranchal. However our Project Partner Institutions (PPIs)-CEDMAP and IEDUP continue to cover the erstwhile undivided states of MP and UP respectively. So these administrative changes have not affected the projected work of DEIS under the present project.
- 1.3 In October 2002, a terrible tragedy befell CEDMAP. Its Executive Director suffered sudden death by heart attack. This has been a serious loss for DEIS who has lost a valued friend, philosopher and guide. Dr.P.N.Misra was associated with DEIS' work right from the beginning and apart from enthusiastically contributing towards the fieldwork, he helped DEIS to develop new strategies, helped DEIS in meetings and discussions with a number of important people in the field of development education. The Madhya Pradesh Government has not yet filled the post with a properly qualified person, but has asked one of secretaries to look after CEDMAP. This has affected DEIS' work and if a proper incumbent is not appointed soon, DEIS will have to look out for another NGO to be its Project Partner Institution (PPI).
- 1.4 Activities in Orissa were to date handled by a DEIS-Orissa Chapter. However, now an independent legally constituted body called UDYOG VIKAS SOCIETY(UVS) has been registered in the state. UVS is expected to build synergistically on the strength of the local office bearers of the

society. These office bearers are presently largely the same members who kindly manned the UDYOG VIKAS-ORISSA CHAPTER. There are some initial organisational adjustments , but these are expected to be sorted out shortly for smooth functioning of further DEIS projects.

2. Objectives-

Goals of DEIS in the present project were indicated as under:

- 2.1 To continue to develop suitable programmes utilising mass media to promote entrepreneurial culture among unemployed.
- 2.2 To give youths initially triggered through mass media further information-through Enterprise Awareness Camps (EACs), Personal counselling, skills training etc.
- 2.3 To act as catalyst for Women's Empowerment through personal counselling.
- 2.4 To learn from other countries where enterprise education has been introduced.
- 2.5 To network with other Government agencies, voluntary agencies, educational institutions etc. to utilise products and services of DEIS towards restructuring Education and HRD system.
- 2.6 To follow through, conduct research and study so as to improve the quality of products and services of DEIS.

3. While items 2.1,2.2 and 2.3 can be evaluated by quantitative analysis as given below, objectives under item 2.4,2.5 and 2.6 have to be judged qualitatively and following comments are offered against them:

- 3.1 **Item 2.4 above:-**DEIS continues to learn from other countries, particularly in respect of enterprise education system and Indian Education institutions have shown appreciation of the efforts of DEIS to learn from other countries.
- 3.2 **Item 2.5 above:-** DEIS has now built a considerable network with organisations other than the PPIs. These include Indira Gandhi National Open University (IGNOU), Central Board for Secondary Education (CBSE), Department of Science and Technology (DST), Central Institute of Vocational Education (CIVE) etc. In this way DEIS' efforts are receiving acceptance and appreciation in important circles.

3.3 **Item 2.6 above** :- Research continues-specially with reference to the vast material collected from countries abroad and is being utilized to develop curricula from standards 2 to 12 of primary and secondary education and standards 11 and 12 of vocational education. Training aids for training the trainers of Enterprise Education including CDs and written material are also in advanced stages of development.

As regards item 2.1,2.2 and 2.3 following analysis gives the position.

4. Activities and output:

4.1 Providing entrepreneurial culture and setting up small/self enterprises.

Activities planned under the project and actually executed during the project period are given below.

Note: The Project Proposal of 5th December 2000 was for a project of 3 years; the CORDAID sanction is for 18 months so the targets mentioned in the Project proposal stand reduced by 50% or in proportion to the sanctioned amounts.

Activities planned and actually executed

	Adjusted Targets	Achievement	Remarks
4.1.1 Advocacy		Advocacy has been partially successful at the level of Central Govt. but fairly successful at the level of local Radio/TV centres. One episode was telecast on the All India network of TV; many Radio and some TV programmes were broadcast and telecast on local network	
4.1.2 Radio Programmes	102	104	Fully achieved
4.1.3 Review Meetings	10	10	achieved
4.1.4 Replies to Audience letters	2500	3324	More than target
4.1.5 Video Films	6	13	Much more than target.
4.1.6 Publications	390	385	achieved
4.1.7 Enterprise Awareness Camps	90	76	Adequately achieved

4.1.8 Franchisee Centres	3	6	More successful than targeted
4.1.9 Personal Counselling	2500	2527	Achieved
4.20 Skills training	750	172	Fell short of target. But more efforts made in other interventions for better results.
4.21 Special Assistance to poor women and setting up enterprises	300	285 (of this 175 are women)	Reasonably achieved.
4.22 Pilot Enterprise Education Programmes in schools. Number of students.	300	430	Very significant results achieved in Restructuring Education research. More than adequately achieved..

Note: There was a shortfall in item 4.20. Actual requirement of funds for organising skills training per unit was observed to be more than budgeted. This partly prevented PPIs from wanting to conduct skill training in full fledged manner and also PPIs put in more efforts in media programmes e.g. a number of local area specific video films were made and some got telecast by the local TV stations. Also more effort was put in personal counselling, which gave good results in setting up of enterprises.

The shortfall in skills training has been analysed, it is seen that this has been mainly due to following reasons.

- a) PPIs have been traditionally oriented towards media based activities and information based training.
- b) PPIs have always imparted skills training in popular simple enterprises like making household eatables from jaggery, ground nut, raw mangoes and other fruits or in handicrafts like making toys or rope from coir. They are not generally geared for sophisticated and technical enterprises like auto repairs, repairs to radio, T.V., computers etc. For such training considerable advance preparation is required. Not More than only 3-4 persons can be trained at a time. This naturally requires more funds.
- c) In appreciation of this aspect, different types of PPIs are being identified. One such PPI is the Mahabank Self Employment Training Institute (MSETI) operating in Hadapsar, a suburb of Pune. They have a good database from rural areas and have been conducting development training for rural unemployed persons-many of whom are women. DEIS' Secretary General has been

actively associated with MSETI and is conducting enterprise interactive training of such candidates once a month. MSETI has been taken on as a PPI for the next project C317/1678E.

4.2 Restructuring Education & HRD

4.2.1 **Advocacy** has been fairly successful. A large number of Institutions under the overall umbrella of Department of HRD (Education) and Dept. of Science and Technology are now interacting with DEIS. These are :

- Central Board of Secondary Education,
- Central Institute of Vocational Education (Bhopal),
- Indira Gandhi National Open University,
- Tiruchirappalli Regional Engineering college-Science and Technology Entrepreneurs Park (TREC-STEP) under Dept of Science and Technology.

Locally a number of educational institutions are cooperating to carry out pilot enterprise training programmes.

4.2.2 Enterprise Education

4.2.2.1 **Introduction of Enterprise Education in school curriculum**:-considerable interaction with Govt. Education Department and Educational institutions has taken place. Following concrete results have been obtained:

- a. Enterprise Education as an optional subject has been introduced in the curricula of XI and XII standards in schools under CBSE
- b. Enterprise Education as an optional subject has been included in the curricula for first and second year of Bachelor of Commerce course as well as 1st and 2nd years of M.Com course of Pune University.
- c. Department of Science and Technology-New Delhi has accepted in principle to include Enterprise Education as a subject for vocational schools under them under a UNDP Project. This will continue in C317/1678E.

4.2.2.2 **Pilot programmes in Enterprise Education to be organised by DEIS directly in collaboration with different school authorities.**

It was planned to cover about 300 students under these programmes. In actual practice 430 students were covered during project period in different states as under:

State	No.of Students
Assam	20
Karnataka	50
Madhya Pradesh	30
Maharashtra	190
Orissa	40
West Bengal	100

5 Organisation

5.1 Following steps have been taken for successful execution of the project 1678D.

-At DEIS HO level one competent Multimedia coordinator has been appointed on regular basis. Also 4 enthusiastic and socially oriented young men have been taken on as multimedia operators on per hour payment basis.

-At the PPI level an overall target of one enterprise to be set up and documented per Rs.4000 gross expenditure has been laid down in order to bring adequate emphasis on actual setting up of enterprises and documentation.

DEIS plans to take on individuals and institutions as PPIs, who will have done some preparatory work in the field and who will have a good database.

-When it was discovered that at Prasar Bharati level, there was resistance to grant facilities for Radio/TV broadcasts/telecasts. our PPIs got in touch directly with the local station Directors of All India Radio and TV stations and were able to get either full exemption from them or concessional rate of sponsorship charges. DEIS/PPIs also negotiated with SIDBI to defray the sponsorship charges directly to the local Radio/TV stations. In this way Radio broadcasts according to the programme were possible to be organised.

6. Assessment and Forecast:

a. **Assessment:** It is generally considered that objectives of the Project have by large been achieved. Actual perspective of this achievement can be had from the statistics of targets and achievement under various specific objectives given in the table under paragraph 4 above.

b. **Forecast:** The targets and achievements under this project have been by and large met.

But there is still a lot to be done as there are 200 million unemployed (including housewives) and percentage of population below poverty line is still around 26%. This will highlight the importance of continuing this Poverty Alleviation programmes at higher levels.

Further, DEIS and its network partners have also realised that prevention is better than cure and therefore consider that **Poverty Prevention** programme have also to be taken up at an even higher level than **Poverty Alleviation**. These programmes will concentrate on entrepreneurising society and the school children. Government and education authorities in the country will be persuaded to include Enterprise Education in school curricula and to spread enterprise culture in society through literature and other programmes.