

First Narrative Report

CORDAID Project No.C317/1678E- down sized version of project submitted to EU.

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

Project Name: **Poverty Alleviation and Prevention through Enterprise Development in India (PAPTED.IN)**

Reporting Period from: 01.10.2002 to 30.09.2005

1. Context

- 1.1 Project C317/1678E is more or less an extension of the activities undertaken under previous Project C317/1678D. However certain refinements and redirection of focus are planned under the current project in the light of experience of the previous project and increased interaction with a large number of persons and organizations involved.
- 1.2 The project is therefore conceived and planned under 2 specific orientations-one titled Poverty Alleviation which will require to be continued indefinitely in view of the very large size of the unemployment; the second being Poverty Prevention through Enterprise Development. This part of the project aims at addressing the root cause of the problem, which in the collective opinion of all our associates is the lack of enterprise spirit in Society and absence of enterprise education in school curriculum.
- 1.3 Accordingly orientation of activities under the current project will be different from the previous project e.g. Advocacy will not only be directed towards top officials of Radio, TV, Education etc. but will also be addressing education and TV/Radio authorities at State and local levels and individual school administrations. Ground level activities will be reoriented similarly and certain additional activities undertaken like pilot programmes of training school teachers and school children in Enterprise Education.
- 1.4 For the first time local contribution in cash has been stipulated in the project following the pattern of submission of the Project report for EU sanction originally. Out of total cost of the Project of Rs.13,796,133 local contribution has to be organised to the extent of Rs. 28,00,000/-

- 1.5 A third minor part of the Project covers preparation of a Project Report for setting up of an Enterprise Science and Technology Laboratory.
- 1.6 This project has laid greater stress on collecting information about progress of local Project Partner institutions (PPIs). A **Project Monitoring, Implementation and Evaluation Systems (PROMIES)** software has been developed. This has been introduced and is undergoing trials to remove initial snags. Under this system, all partners of the project will have on line access to information about the progress of the project.
- 1.7 Keeping in view the ultimate goal of setting up enterprises, certain provisions are being insisted upon while finalizing MOUs with local Project Partners. These pertain to the compulsion on these partners to study the field of their activities and prepare field data of a large number of the potential beneficiaries, which would preferably include an indication of the input, which the potential beneficiaries would require to enable them to set up their enterprises. This way field action is hoped to be much more effective and to that extent dependence on mass media is reduced. While selecting PPIs, DEIS has also to examine the future of CEDMAP in view of the sudden demise of their Executive Director Late Dr.P.N.Misra. The traditional PPIs like Institute of Entrepreneurship Development, Uttar Pradesh (IEDUP), Udyog Vikas Orissa, Gore Entrepreneurial and Management Services (GEMS) of course continue to collaborate. It will be possible to indicate the PPIs selected and MOUs exchanged more in detail in the next report. The particulars of PPIs with whom MOUs have been exchanged already will be indicated in following paragraphs.

2 Objectives

- 2.1 As stated earlier, the project is conceived in 2 major parts:
 - “The short term objective is ‘Poverty Alleviation’ by making enterprise information and training available and accessible to the poor and disadvantaged through mass media and field programmes. The ultimate goal being to set up 2000 enterprises by unemployed youth and women.”
 - “The long term objective is ‘Poverty Prevention’ through complementing the school curriculum with Enterprise Education and organising pilot training of students in various schools. The goals set are to get as much acceptance as possible by Education authorities at Centre and at State levels and covering 1000 school children by the direct pilot programmes of enterprise training.”
- 2.2 The breakdown of these objectives into intermediate goals is indicated below:

- 2.2.1 Short-term goal of Poverty Alleviation
 - a. Mass media interventions such as TV, Radio, multimedia, Internet, print media to motivate and inform uneducated youth and women towards self-employment or small enterprises.
 - b. Field level activities for those who respond to the interventions of mass media like Entrepreneurship Awareness Camps (EAC), Personal Counselling, technical skills training etc.

- 2.2.2 Long term goal of Poverty Prevention:
 - a. Paradigm Shift among educationists, government decision makers, school authorities and private individuals to appreciate the need to include Enterprise Education in school curricula so that the school children become equipped to avail of opportunities for small enterprises in various economic sectors at an appropriately young age.
 - b. As a direct contribution of DEIS to organise training of 1000 school children in Enterprise Education in various schools.

- 2.2.3 Conduct research and pilot activities so that a Project Report for setting up an Enterprise Science and Technological Laboratory (ESTL) can be drawn up.

- 2.3 While the quantitative report of activities is indicated in paragraph 3 below, a qualitative assessment of progress so far on this project is given in following sub paragraph:
 - 2.3.1 M.O.Us have been finalized with following PPIs:
 - a. Institute of Entrepreneurship Development, Uttar Pradesh (IEDUP)- Lucknow, Uttar Pradesh
 - b. Gore Entrepreneurial and Management Services (GEMS) – Nagpur (Maharashtra)
 - c. SANJOG-Bolangir (Orissa)
 - d. Maharashtra Industrial and Technical Consultants (MITCON)- Pune (Maharashtra)
 - e. Udyog Vikas Society-Bhubaneshwar (Orissa)

M.O.U with Mahabank Self Employment Training Institute (MSETI)-Hadapsar, Pune (Maharashtra) is in process.
 - 2.3.2
 - 2.3.2.1 Advocacy for Radio/TV is now at state levels although we are planning to approach the Prasar Bharati (autonomous corporation overseeing TV and Radio in India) again for facilities of telecast/broadcasts. Because of the efforts at State level, Radio talks are continuing in UP with sponsorship fees paid at concessional level.
 - 2.3.2.2 As regard the second objectives of Poverty Prevention following developments have taken place.

- a. Advocacy in respect of Enterprise Education has been fairly successful. As reported earlier, subject of Enterprise Education has been included in curricula for M.Com and B.Com courses of Pune University and for XI, XII standards of Central Board of Secondary Education (CBSE), New Delhi.
- b. Department of Science and Technology (DST), New Delhi have given an assignment to DEIS through the Tiruchirappalli Regional Engineering College-Science and Technology Entrepreneurs' Park (TREC-STEP). The assignment covers curriculum and training material for training in Enterprise Education of trainers of 4 institutions under TREC-STEP and also to conduct the training. These four institutions are spread over the country and are located at Bhopal (M.P), Tiruchirappalli (Tamilnadu), NIMPITH (Bengal) and Ramnagar (Uttaranchal). This is a part of a UNDP project. The training material in English, both written and on CD has been prepared and is under finalisation with TREC-STEP. After finalisation a copy of the written material in English and the CD will be sent to DST, New Delhi for onward submission to UNDP officials. A copy will be forwarded to CORDAID (Refer Ann 1a)
- c. Secretary General Mr.Pradeep Wagh was invited to present a paper on "Innovative Entrepreneurship Education in Formal Schooling" at the International Conference organised by the National Institute of Open Schooling at New Delhi from 28th to 30th March 2003. The concept of Enterprise Education for school children was a novel concept for many participants; some of them showed keen interest in the concept and one of these persons was a UNESCO expert. Dr. R.H.Dave, resident of Hamburg in Germany who followed up the brief discussion with Secretary General at New Delhi by a discussion in Pune on the 7th May. He commented that this concept is a very important concept for improvement of the education in the country and to his knowledge nobody in the country has developed this theme. He wanted DEIS to continue our effort tirelessly. He offered to keep in touch. One interesting

suggestion made by him was to use the word “enterpriser” instead of “entrepreneur”.

- d. The Swami Vivekanand International School and Junior College (SVIS), Kandivali, Mumbai has approved collaboration with DEIS to conduct training in Enterprise Education for all the 8 divisions of their standard V (400 students). This training is planned to start from the session starting June 2003. (Refer Ann 1 b)
- e. ‘Aapanach’ an NGO in Pune working with street children has developed a curriculum for imparting Enterprise Education for them with the help of DEIS. (Refer Ann 1 c)
- f. The software for the Project Monitoring, Implementation and Evaluation Systems (PROMIES) has been developed. Field training of the PPIs has also been conducted. Uploading of their respective reports into our system at Pune is in process. (Refer Ann 2)
- g. Miss. Anuya Wagh- a trustee of DEIS had proceeded to USA to pursue her studies for M.S. at Chicago in September 2002. She has been given an assignment to study the Betty Brinn’s Children’s Museum at Milwaukee and submit report so that a Project Report for Enterprise Science and Technological Laboratory (ESTL) can be developed. Her report has been received and is under study at the DEIS.

Note: Details of 3 projects undertaken by DEIS under Poverty Prevention through Enterprise Development and of the reporting system PROMIES are given in the annexure I. (Ref subparas 2.3.2.2(b), (d), (e).

3. Activities and Output as of 16.05.2003

S.No	Activity	Target		Achieved	Remarks
		Total Project	As of end of quarter ended June 2003		
A1.2	Radio Programmes	130	0	0	
A1.3	National Level Enterprise Development TV Programmes	10	0	0	
A1.4	Sate Level Enterprise Development TV Programmes	13	0	0	
A1.5	Print Media Articles	390	130	114	
A1.6	Street Plays/Mass video Shows	20	10	0	
A2	Media audience response servicing	10,000	3000	1641	
A3.1	UVM Enterprise Video Usage camps	330	50	29	
A3.2	Entrepreneurship Awareness Camps	100	30	13	
A3.3	Personal Counselling camps	500	150	145	
A3.4	Technical skills training programmes	150	50	12	
A3.5	Personalised Assistance to poor women	1500	500	0	
A3.6	Enterprises set up	2000	600	165	
B1	Workshop, Meeting, Advocacy	3	3	5	
B2	Enterprise Education pilot programmes	20	5	5	
B3	Enterprise Science and Technological Laboratory (ESTL)	1	-	-	
C1	Monitoring, Project planning meeting	3	-	-	
C2	Annual Workshops	3	-	-	
C3	Project Monitoring, Implementation and Evaluation Systems (PROMIES)			started	
	Students of enterprise education	1000	180	183	

Note: Report is expected from IEDUP and actual figures will be revised.

4. Organisation

- 4.1 A major change has taken place in the overall organizational set up of DEIS. The activities in Orissa were being conducted by the Orissa chapter of DEIS. Now an independent body under the title of Udyog Vikas Society has been formed to conduct these activities and the Orissa chapter of DEIS is being wound up.
- 4.2 At PPI level net is being spread wider by including individuals and small organisations as PPIs in view of the field work already undertaken by them and more particularly in appreciation of the field data they have available with them of the potential beneficiaries. Examples of these are Gore Entrepreneurial and Management Services (GEMS), SANJOG, Maharashtra Industrial and Technical Consultancy Services (MITCON), Mahabank Self Employment Training Institute (MSETI). This is expected to yield better results in the field.
- 4.3 Developments in Bhopal (MP) are being watched and a decision whether CEDMAP as a PPI will be taken depending on whether the MP state Government post a professional as E.D.

5. Assessment and Forecast

- 5.1 Efforts put in by DEIS in preparation of the project for EU which included a number of discussions with PPIs and other individuals has benefited DEIS which is now better placed for executing the CORDAID project C1678E.
- 5.2 An increasing awareness is discernible in the country at large and particularly within the field of education, of the need to reorientate education but not many people have identified the deficiency as lack or absence of Enterprise Education in school curriculum. Therefore DEIS' approach of developing Enterprise Education curricula for all standards starting from the K.G. strikes a note of differentness and therefore attracts notice. In this way, DEIS hopes to get gradual acceptance of the concept of inclusion of Enterprise Education in primary and secondary education curricula.

6. FUNDING POSITION

Status of amounts sanctioned and disbursed by CORDAID and contributions raised by DEIS and its network partners is given in table below for Project C317/1678E PAPPED.IN downsized.

For comparison, Funding proposal for prospective EU project if sanctioned, is also given in the table.

Sr.No	Agency	EU complete project (Rs. in Lakhs)	Project no. C317/1678E Sanctioned/ allocated Amount (Rs.Lakhs)	Received Amount (Rs.Lakhs) as of 16.05.2003	Remarks
1	CORDAID, Netherlands	64.82	109.96	31.15	
2	SIDBI	25.92	14.00	00.00	
3	Bank of Maharashtra	5.00	5.00	00.00	
4	IEDUP	5.00	1.50	01.50	
5	MITCON	5.00	1.50	00.00	
6	SANJOG	0.60	0.60	00.15	
7	GEMS	0.50	0.50	00.15	
8	Private donors	0.82	0.82	01.35	
9	Udyog Vikas	5.00	1.50	00.00	
10	DST *	4.00	2.58	02.00	
11	EU(not sanctioned)	307.50			
	Total	424.16	137.96	36.30	

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