

## **Second Narrative Report**

CORDAID Project No.C317/1678E

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

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

Project Period from: 01.10.2002 to May 2005

Present Report period: 01.04.2003 to 30.09.2003

### **1. Context**

- 1.1 The important strategy of 'Poverty Alleviation' is now accepted in programmes of the Central government and also some State govt. eg. the chief Minister of Maharashtra announced a programme of providing employment to about 300,000 to 400,000 unemployed persons by putting them through vocational courses. We have addressed a letter to the Chief Minister of Maharashtra offering our curriculum and training material developed for Vocational students in vocational institute under Department of Science & Technology (DST).

It is seen that apart from the activities specified under the strategy of 'Poverty Alleviation like media programme enterprise awareness camps, personal counseling etc. enterprise education is also getting recognised as a tool for employment generation specially for vocational students.

- 1.2 Advocacy with the officials of Prasar Bharati -the autonomous corporation controlling the government media of Radio and TV is not effective yet. We are examining ways of mounting pressure in different ways so as to obtain similar facilities as were given by the organization when they worked under the Govt. Also some network partners like Udyog Vikas have approached some private media channels and are reporting success. We will examine if we can follow similar tactics for other PPIS.
- 1.3 Advocacy however pertaining to Enterprise Education is fairly successful in that the concept of necessity of Enterprise Education is now getting general acceptance in the entire country. In this quarter the concept of Enterprise education was discussed at various fora

like the International Conference of Open Schools in Delhi, Secretary to the Govt. of Maharashtra for School Education, State Centre for Educational Research and Training, SSC/HSC Board -Pune etc.

- 1.4 Local contribution to the extent of about Rs.1700,000/- out of the budgeted amount of is 2800,000/- has been received.
- 1.5 A Preliminary Report on Betty Brines Science and Technology Museum- Milwaukee (USA) by Ms. Anuya Wagh has been received and is under study.
- 1.6 The Project Monitoring Implementation & Evaluation System (PROMIES) software has now been tuned up to remove snags. The arrangement is that PPIS feed their progress information in their computers and convey the same to the DEIS, Pune through email. We have the software to feed the same into PROMIES. Direct access to PROMIES is made available only to our DONORS,
- 1.7 The stress laid on setting up enterprises and documenting them is paying off as will be seen from the information given at the end under Activities and Output as on 30.09.2003. By targeting the potential beneficiaries exposed to earlier media programmes, a better success rate is achieved.

## **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.” Short term and Long-term goals of the two strategies of ‘Poverty Alleviation and Poverty Prevention were clubbed in earlier report for quarter end 03.06.2003 but these are repeated below for ready reference.

### **2.1.1 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.

2.1.2 Long term goal of Poverty Prevention:

- a. Achieve Paradigm Shift among educationists, government decision makers, school authorities and private individuals to make them 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.

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

2.2 Quantitative report of activities is indicated in paragraph 3 below. A qualitative assessment of progress till 30.09.2003 is given in following sub paragraph:

2.2.1 M.O.U.s have been signed with all the PPIs except one i.e MSETI - short form for Mahabank Self Employment Training Institute at Hadapsar, Pune- they are however carrying on the field activities. The finalisation of the MOU has been held up at the Headquarter level of Bank of Maharashtra. We are pursuing the matter.

2.2.2 Advocacy is now redirected to state level TV/ Radio authorities. In Orissa the Udyog Vikas Society (PPI) has negotiated with private TV channel- ETV based at Hyderabad for telecasting Udyog Sadhana programmes on their channels. We plan to replicate this experiment with other PPI's because now a number of private channels have started functioning.

Advocacy with Prasar Bharati at the national level will also be taken up afresh because a national level telecast has a much wider viewership.

Two lessons follow from these developments are that larger amount will have to be provided for Advocacy and second that similarly larger amounts will have to be provided for Radio/TV Programmes, because sponsorship charges will have to be paid.

2.2.3 As regards the second strategy of Poverty Prevention following progress has been achieved by 30.09.2003;

02.08.2003 the training material and methodology developed by DEIS for 4 vocational training institutions under Tiruchirapalli Regional College-Science and Technology Entrepreneurship Park (TREC-STEP) has been approved and appreciated by DST (Department of Science & Technology). Reference email of Mr. H.K. Mittal, of DST

From: [hkmittal@vsnl.com](mailto:hkmittal@vsnl.com)

To: [deispune@vsnl.com](mailto:deispune@vsnl.com)

Sent: -23/04/03

Dear Dr. Wagh,

The material developed by you has been greatly appreciated by my colleagues and I must compliment you and your team for the same.

We are satisfied with the outcome and the great amount of effort you and your team has put in.

With regards

HK Mittal

2.2.3.1 Training session on the basis of this material and methodology; our secretary General Mr. Pradeep Wagh has conducted training of CRISP, Bhopal (MP) and VIB, Nimpith (West Bengal). The training at the remaining 2 institutions at Tiruchirapalli (TN) and Ramnagar (Uttarachal) will be completed by the end of the November 2003.

The trainers who attended this training were senior and experienced teachers and appreciated the training material and methodology. It is expected that we will have completed training of 200 such trainers in these programmes, and these in turn will be conducting such training for thousands of students every year.

2.2.3.2 We had following presentations of our concept on Enterprise Education to the Maharashtra State Education authorities.

- Presentation to State Council for Education Research and Training (SCERT) 1<sup>ST</sup> July 2003.
- Presentation to Mr. Jayraj Phatak Secretary to the Govt. of Maharashtra for School Education- 25<sup>th</sup> July 2003.
- Presentation to the Chairman SSC/HSC Board, along with about 65 of the Board's subject curriculum revision convenors-10<sup>th</sup>/11<sup>th</sup> Oct 2003.

A letter to the Chief Minister of Maharashtra issued on 09/10/2003 based on press statement that the State Govt, is planning to start vocational courses for large number of school dropouts. We have explained that we have already developed programme of Enterprise Education training, which can form a part of the State Govt's vocational courses.

The chairman of SSC/HSC board has appreciated the importance of including Enterprise Education into school curriculum and we are continuing our discussion with him and his faculty members on the most appropriate method of doing this within the constraints of an already overfull curriculum and of limited funds.

2.2.3.3 A preliminary report has been received from Ms. Anuya Wagh after her visiting the Betty Brines Science and Technology Museum- Milwaukee (USA) and is under study.

2.2.3.4 Against the budgeted figure of Rs. 2.8 million a sum of Rs. 1.698 million has been received as local contribution

### 3. Activities and Output as of 30.09.2003

S.No	Activity	Target		Achieved	Remarks of achievement
		Total Project	As of end of quarter ended September 2003		
A1.2	Radio Programmes	130	52	43	83%
A1.3	National Level Enterprise Development TV Programmes	10	}		
A1.4	Sate Level Enterprise Development TV Programmes	13		7	8
A1.5	Print Media Articles	390	250	302	121%
A1.6	Street Plays/Mass video Shows	14	14	9	64%
A2	Media audience response servicing	10,000	4,000	2269	57 %
A3.1	UVM Enterprise Video Usage camps	10	9	8	89%
A3.2	Entrepreneurship Awareness Camps	100	49	44	90%
A3.3	Personal Counselling camps & persons	501 persons	284	353	124%
A3.4	Technical skills training -	1501	106	55	52%
A3.5	Personalised Assistance to poor women	1500	940	1001	106%
A3.6	Enterprises set up	2000	750	528	70%
B1	Workshop, Meeting, Advocacy	3	3	5	
B2	Enterprise Education pilot programmes*	20	10	20	200%
B3	Enterprise Science and Technological Laboratory (ESTL)	1	-	Prelim. Report recd.	
C1	Monitoring, Project planning meeting	3	-	-	
C2	Annual Workshops	3	-	-	
C3	Project Monitoring, Implementation and Evaluation Systems (PROMIES)			started	
*	Students of enterprise education programmes	300	300	1230	410%

## **4. Organisation**

- 4.1 The Orissa chapter of DEIS has now been wound up and Udyog Vikas Society (UVS) has started functioning as an independent NGO. It is now a PPI for PAPTED. In project. Even though UVS has other projects, its executing the PAPTED.IN project well and has shown remarkable progress. Eminent people like Prof. Patra- a mushroom specialist, and Shri. Bharat Swain, Joint Director Industries Govt. of Orissa have shown interest in their field activities.
- 4.2 The strategy of spreading the net wide and tapping the field work already done by some NGO's is paying off because these NGO's have concentrated their work in pockets easily accessible to them. Comparatively more enterprises setup are being reported and this is reflected in the results under paragraph 3.
- 4.3 It has not been possible to identify another NGO to take place of CEDMAP-Bhopal, but overall progress of the project has not been affected.

## **5. Assessment and Forecast**

- 5.1 The figures of achievements in table under paragraph 3 will show the good progress made. Slowly priorities are emerging for giving a more effective direction to this project and these will be clear as time progresses. However this will apply more particularly to future projects for eg. the effectiveness of the Radio will have to be reconsidered because PPI's are not showing adequate progress, although this media will remain relevant as long as illiteracy persists in sizable proportion; similarly private channels of TV/Radio will have to approach to telecast/broadcast out messages.
- 5.2 The awareness of urgency to tackle unemployment has now become a National concern. Various programmes are now being taken up by States and by Centre for employment generation, for starting vocational courses etc. DEIS is taking this opportunity to address to various authority to get Enterprise Education included in their various programmes and in educational curricula. The efforts as far as Maharashtra is concerned is reported in para above (2.2.3.2)

## 6. FUNDING POSITION

Financial statement for April 2003 to September 2003.

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 30.09.2003	Remarks
1	CORDAID, Netherlands	109.96	31.15	
2	SIDBI	14.00	03.96	
3	Bank of Maharashtra	5.00	05.00	
4	IEDUP	1.50	01.50	
5	MITCON	1.50	00.00	
6	SANJOG	0.60	00.15	
7	GEMS	0.50	00.15	
8	Private donors	0.82	01.92	
9	Udyog Vikas	1.50	00.00	
10	DST *	2.58	04.00	
11	EU(not sanctioned)			
	<b>Total</b>	<b>137.96</b>	<b>47.83</b>	

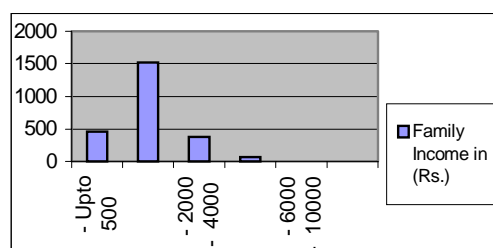
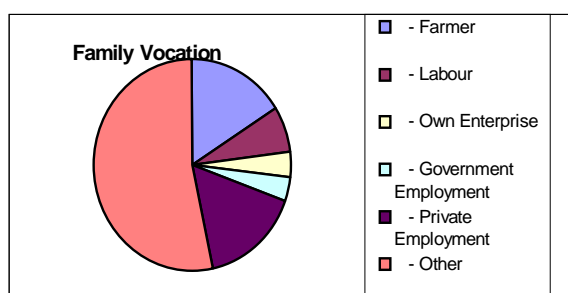
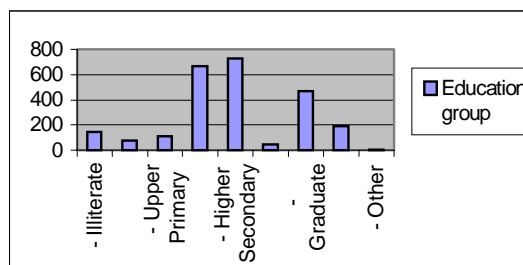
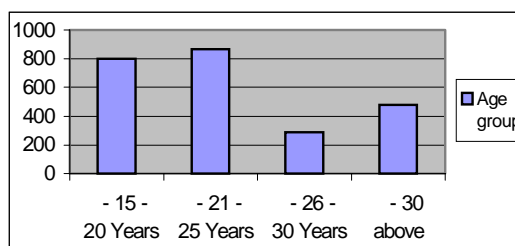
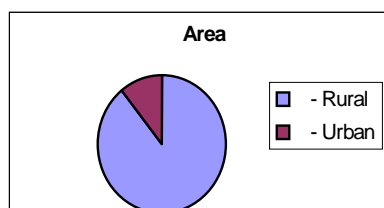
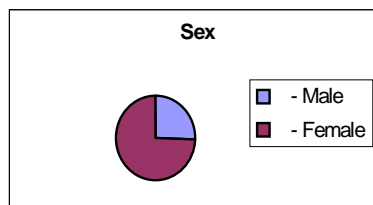
\* For an assignment which is in furtherance of our Project in respect of preparation of curricula for "Enterprise Education for Vocational Students".



POVERTY ALLEVIATION AND PREVENTION THROUGH ENTERPRISE DEVELOPMENT IN INDIA  
 Project Holder: Development Education (International) Society, DEIS, Pune, India  
 Report for period : October 2002 to Sept. 2003  
 Report for Zone: IEDUP, Uttar Pradesh

IEDUP, Uttar Pradesh Analysis Description	Records
<b>Sex</b>	
- Male	627
- Female	1807
<b>Area</b>	
- Rural	2172
- Urban	262
<b>Reserver Category</b>	
- S.C.	0
- ST	0
- DT	0
- NT	0
- OBC	0
- SBC	0
- Open	0
- Other	0
- N.A.	0
<b>Age Group</b>	
- 15 - 20 Years	803
- 21 - 25 Years	866
- 26 - 30 Years	288
- 30 above	477
<b>Education Group</b>	
- Illiterate	146
- Primary upto 4 Class	77
- Upper Primary from 5 to 7 Class	111
- Secondary from 8 to 10 Class	664
- Higher Secondary 11, 12 Class	725
- ITI / Diploma	47
- Graduate	470
- Post Graduate	190
- Other	4
<b>Family Vocation</b>	
- Farmer	393
- Labour	169
- Own Enterprise	94
- Government Employment	86
- Private Employment	397
- Other	1295
<b>Family income (Rs.)</b>	
- Upto 500	460
- 500 - 2000	1520
- 2000 - 4000	380
- 4000 - 6000	68
- 6000 - 10000	3
- 10000 above	3
<b>New Enterprise Started</b>	<b>192</b>
Total Records:	2434

**Beneficiary Analysis**



POVERTY ALLEVIATION AND PREVENTION THROUGH ENTERPRISE DEVELOPMENT IN INDIA

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

Report for period : October 2002 to Sept. 2003

(09/11/2003)

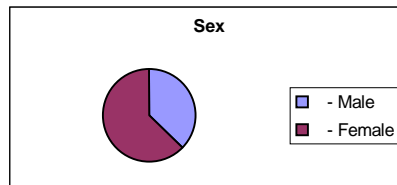
Report for Zone:GEMS, Nagpur **Beneficiary Analysis**

**GEMS, Nagpur**

**Analysis Description**

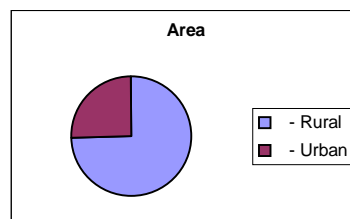
**Sex**

- Male	316
- Female	530



**Area**

- Rural	629
- Urban	217

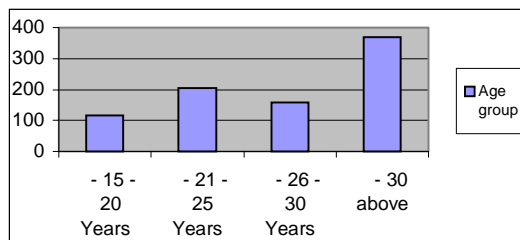


**Reserver Category**

- S.C.	0
- ST	0
- DT	0
- NT	0
- OBC	0
- SBC	0
- Open	0
- Other	0
- N.A.	0

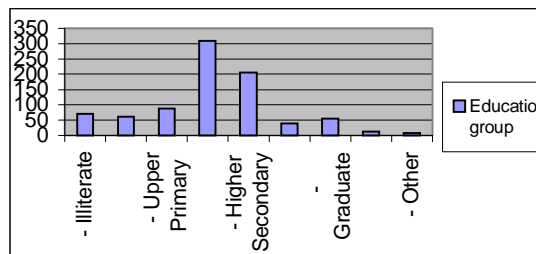
**Age Group**

- 15 - 20 Years	116
- 21 - 25 Years	205
- 26 - 30 Years	157
- 30 above	368



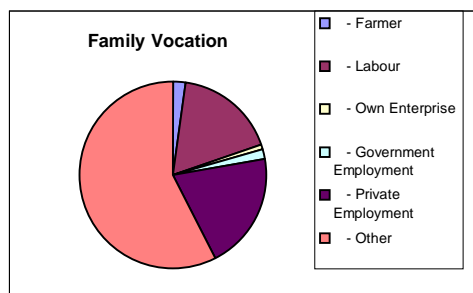
**Education Group**

- Illiterate	71
- Primary upto 4 Class	62
- Upper Primary from 5 to 7 Class	88
- Secondary from 8 to 10 Class	309
- Higher Secondary 11, 12 Class	205
- ITI / Diploma	38
- Graduate	54
- Post Graduate	12
- Other	7



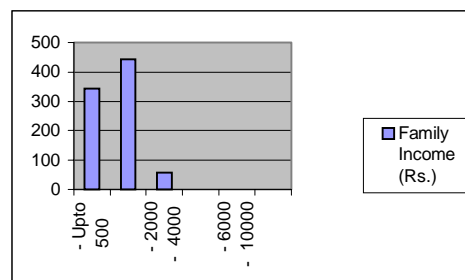
**Family Vocation**

- Farmer	18
- Labour	150
- Own Enterprise	7
- Government Employment	12
- Private Employment	173
- Other	486



**Family income (Rs.)**

- Upto 500	343
- 500 - 2000	444
- 2000 - 4000	59
- 4000 - 6000	0
- 6000 - 10000	0



- 10000 above

0

**New Enterprise Started**

35

Total Records:

846

**Beneficiary Analysis**

**MSETI**

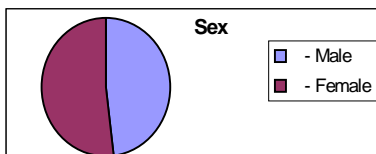
**Analysis Description**

**Records**

**Sex**

- Male
- Female

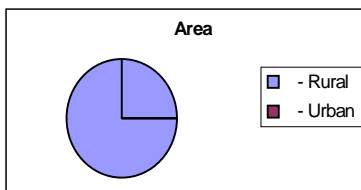
120  
130



**Area**

- Rural
- Urban

250  
0



**Reserver Category**

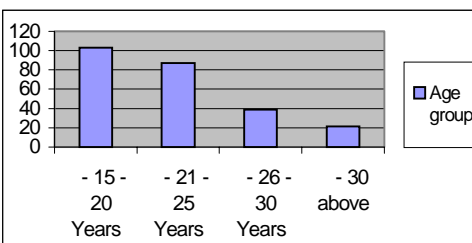
- S.C.
- ST
- DT
- NT
- OBC
- SBC
- Open
- Other
- N.A.

0  
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**Age Group**

- 15 - 20 Years
- 21 - 25 Years
- 26 - 30 Years
- 30 above

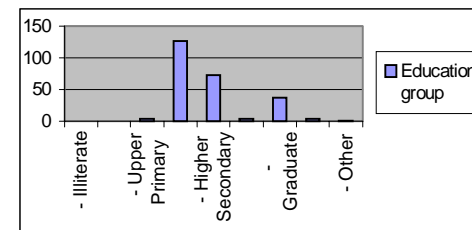
103  
87  
39  
21



**Education Group**

- Illiterate
- Primary upto 4 Class
- Upper Primary from 5 to 7 Cl
- Secondary from 8 to 10 Class
- Higher Secondary 11, 12 Cla
- ITI / Diploma
- Graduate
- Post Graduate
- Other

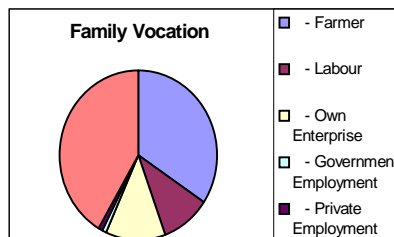
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37  
4  
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**Family Vocation**

- Farmer
- Labour
- Own Enterprise
- Government Employment
- Private Employment
- Other

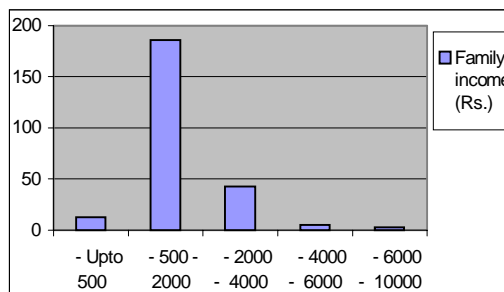
86  
25  
31  
2  
2  
104



**Family income (Rs.)**

- Upto 500
- 500 - 2000
- 2000 - 4000
- 4000 - 6000
- 6000 - 10000
- 10000 above

13  
186  
43  
5  
3  
0



**New Enterprise Started**

70

Total Records:

250

POVERTY ALLEVIATION AND PREVENTION THROUGH ENTERPRISE DEVELOPMENT IN INDIA  
 Project Holder: Development Education (International) Society, DEIS, Pune, India  
 Report for period : October 2002 to Sept. 2003  
 Report for Zone: UDYOG VIKAS ,Orissa

**UV Orissa**

**Analysis Description**

**Sex**

- Male	3674
- Female	1013

**Area**

- Rural	3681
- Urban	1006

**Reserver Category**

- S.C.	0
- ST	0
- DT	0
- NT	0
- OBC	0
- SBC	0
- Open	0
- Other	0
- N.A.	0

**Age Group**

- 15 - 20 Years	96
- 21 - 25 Years	583
- 26 - 30 Years	2496
- 30 above	1512

**Education Group**

- Illiterate	187
- Primary upto 4 Class	274
- Upper Primary from 5 to 7 Class	250
- Secondary from 8 to 10 Class	1243
- Higher Secondary 11, 12 Class	1029
- ITI / Diploma	293
- Graduate	1188
- Post Graduate	223
- Other	0

**Family Vocation**

- Farmer	1529
- Labour	207
- Own Enterprise	158
- Government Employment	177
- Private Employment	2583
- Other	33

**Family income (Rs.)**

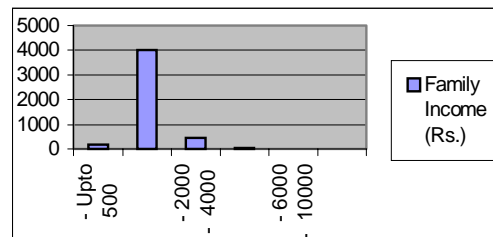
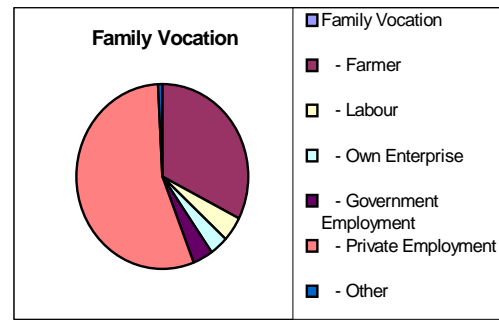
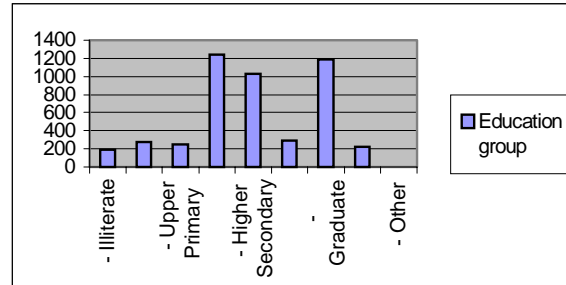
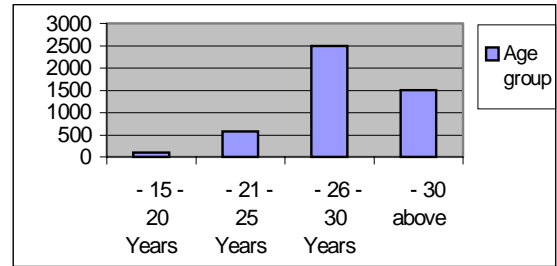
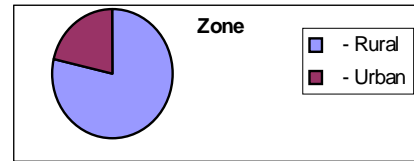
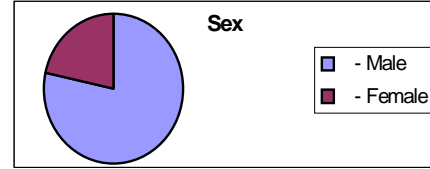
- Upto 500	170
- 500 - 2000	4013
- 2000 - 4000	459
- 4000 - 6000	45
- 6000 - 10000	0
- 10000 above	0

**New Enterprise Started**

Total Records: 4687

**Beneficiary Analysis**

Records



**SANJOG**

**Analysis Description**

**Records**

**Sex**

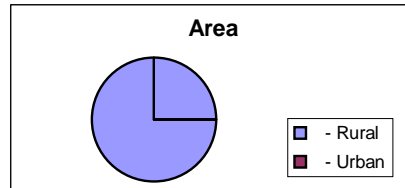
- Male 549
- Female 1541

**Beneficiary Analysis**



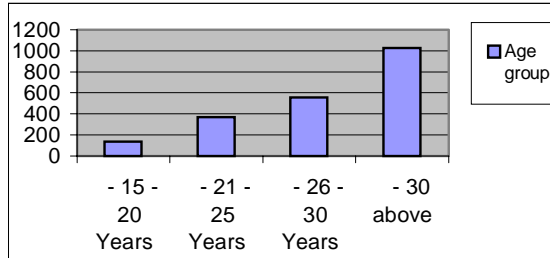
**Area**

- Rural 2088
- Urban 2



**Reserver Category**

- S.C. 0
- ST 0
- DT 0
- NT 0
- OBC 0
- SBC 0
- Open 0
- Other 0
- N.A. 0

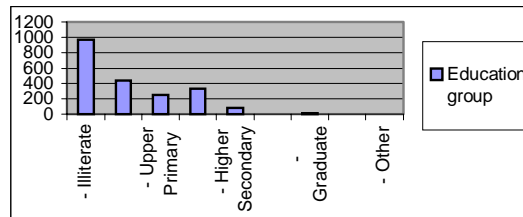


**Age Group**

- 15 - 20 Years 139
- 21 - 25 Years 366
- 26 - 30 Years 558
- 30 above 1027

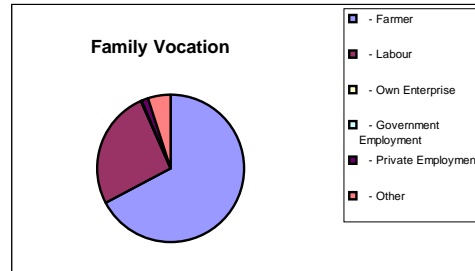
**Education Group**

- Illiterate 967
- Primary upto 4 Class 441
- Upper Primary from 5 to 7 Class 254
- Secondary from 8 to 10 Class 329
- Higher Secondary 11, 12 Class 85
- ITI / Diploma 1
- Graduate 13
- Post Graduate 0
- Other 0



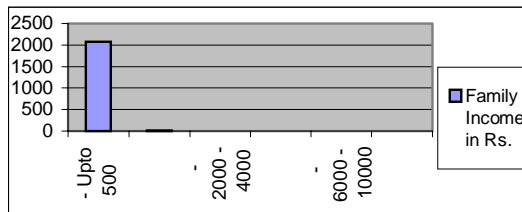
**Family Vocation**

- Farmer 1406
- Labour 543
- Own Enterprise 4
- Government Employment 4
- Private Employment 29
- Other 104



**Family income (Rs.)**

- Upto 500 2073
- 500 - 2000 16
- 2000 - 4000 1
- 4000 - 6000 0
- 6000 - 10000 0
- 10000 above 0



**New Enterprise Started**

78

Total Records:

2090