



Name of the Organisation

Aide et Action



Name of the Project

***Capacitating and skill enhancement of 300 rural youth for improving their employability
and generating avenues of entrepreneurship in Bilaspur***

iLEAD Bilaspur

(Initiative for Livelihood Education and Development)

End of year report

&

New Proposal Submission for 2016-17

03 November 2016

AIDE ET ACTION



Status of iLEAD in Bilaspur district in Chhattisgarh State, India

The funds provided to your organisation for the current year by TFWA Care were donated following the approval of the TFWA Management Committee and board. Among the prerequisites for funding by TFWA Care are transparency and accountability. We would be grateful if you could send us a brief summary of the project, the objectives achieved, problems encountered, impact on the local community and indicators of the project's success. We will share the report with the Management Committee at the end of year meeting.

Please do not hesitate to report on the project's successes as well as any aspects that did not go according to plan. This serves to provide a greater understanding of the challenges and issues encountered by the communities on whose behalf your organisation is working. Any quantifiable indicators will also be helpful in your report.

Thank you.



Project details

1. Please summarise in a few words the project supported by TFWA CARE, including the principle objectives and duration.

During the current calendar year (January to November 2016), The partnership with TFWA supported Aide et Action (AEA) to train youth in skill development for improving their employability in Bilaspur continued.

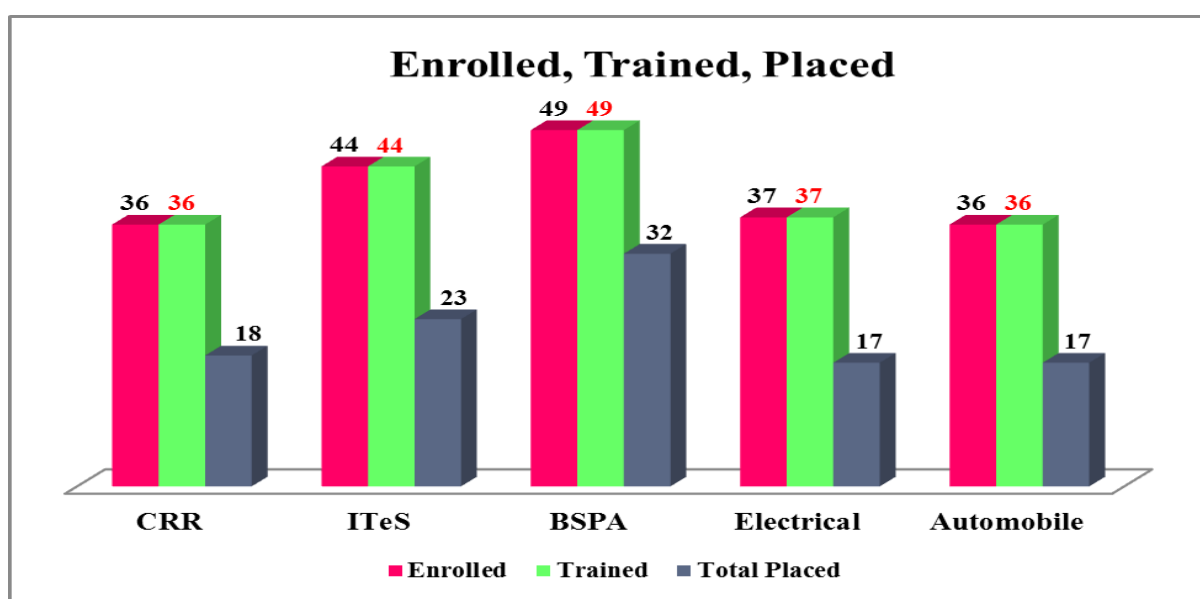
With the objective of capacitating 300 youth in Bilaspur center and helping by providing Entrepreneurial training and raw materials to the youth from poor and marginalized sections with special focus on Girls/women, persons with Disabilities (PWDs). Employability trainings were imparted to dropout youth from marginalized communities living in rural and urban areas of Bilaspur. Three months training to youth was imparted in Information Technology Enabled Services (ITES), Customer Relations, Automobile, Bedside Patient Assistant and Electrician trade. Sessions were also planned and conducted with for personality Development, Communication skills and were initiated for the benefit and development of the candidates. Special focus on development of sales and marketing skills with stress on entrepreneurial aspect was given in Bilaspur.

These entrepreneurial initiatives in iLEAD have increased the opportunities available to the youth and women to earn their livelihood. ILEAD has successfully changed the life of young adults in Bilaspur too and still is making efforts to change lives of many more. This short term training programme has been instrumental in imparting the candidates' skills to achieve a good livelihood options. The program has brought the underprivileged group at par with privileged group to have livelihood options available with them.

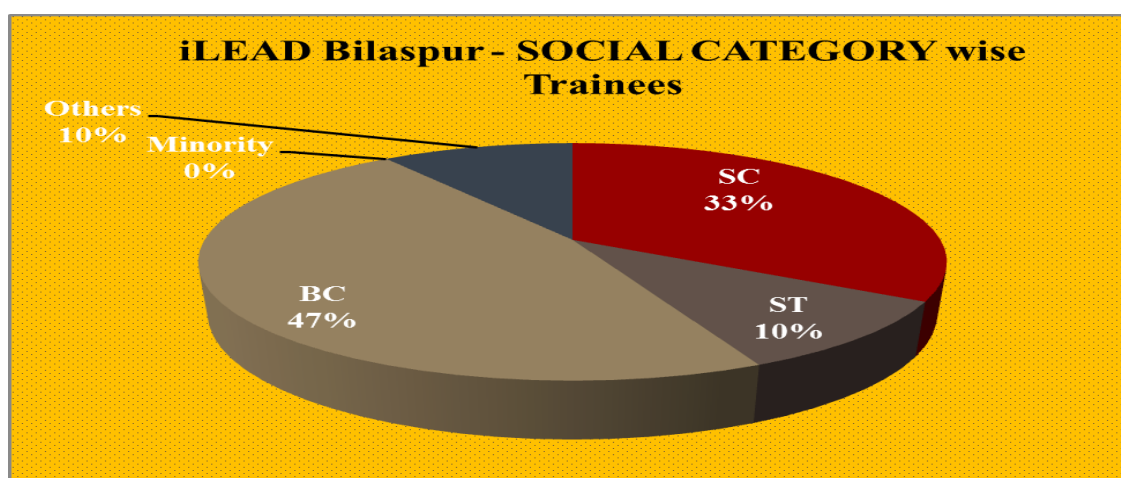
The project has successfully trained 202 youth and placed 107 of them in various in entry level employment opportunities in various sectors and thereby enabling them to reach out to better livelihood opportunities and lead a dignified life. Still Mobilization for next batch is going on and which will be getting completed by the end of the year 2016.

Details of Trained / Placed candidates from 1st January to Sept 2016 in Bilaspur

Trade Name	Enrolled	Male	Female
CRR	36	14	22
ITeS	44	26	18
BSPA	49	11	38
Electrical	37	37	0
Automobile	36	36	0
Total	202*	124	78



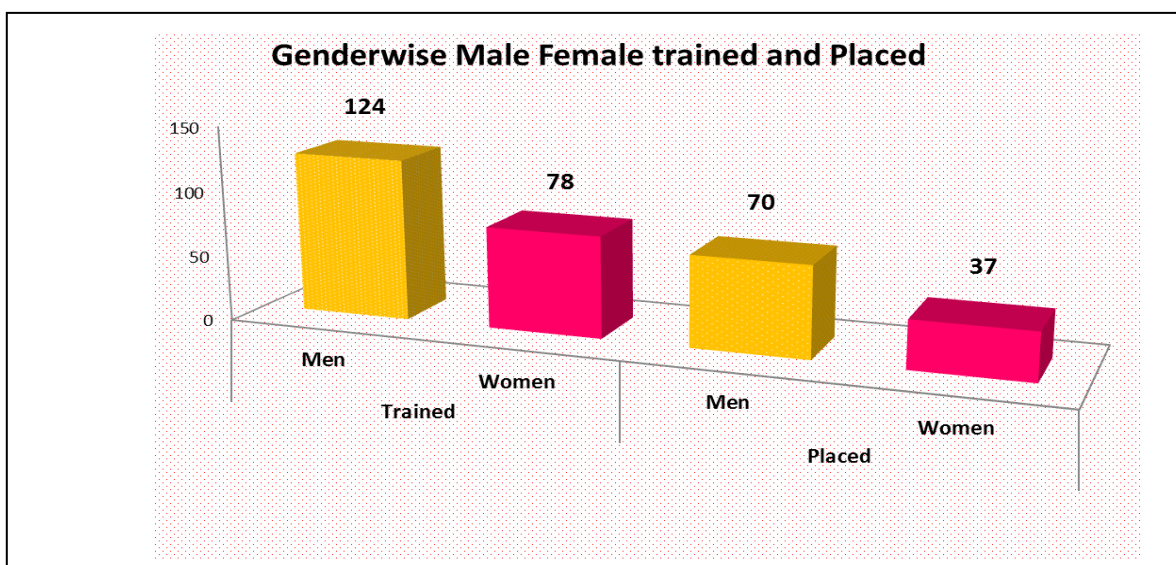
The project in Bilaspur has been able to successfully cover youth from all societal groups, a glimpse of which is visible below:



The overall enrolled trained and placed status is as follows:

S. no	Particulars	Trained			Placed	
	Trade	Male	Female	Total	Male	Female
1	Customer Relations & Retail	14	22	36	10	8
2	ITeS	26	18	44	19	4
3	Bed Side Patient Assistant	11	38	49	7	25
4	Electrical	37	0	37	17	0
5	Automobile	36	0	36	17	0

**A batch comprising of 102 trainees in 5 courses is underway and would be completed by Dec 2016. The placement for the last completed batch too are underway.*



EVALUATION

2. Has the project been successful? Please outline the success factors for each objective as well as the challenges encountered and solutions adopted to overcome them.

The Project has been successfully able to create landmarks and set a series of success stories across the center. It has also been able to create a series of entrepreneurs across the center and breaking the religious taboos and conservatism. This is simply reflected by the number of beneficiaries trained over the project period. **Against 300, the project figure, 304 candidates will be getting benefitted at the end of project period.** The project has been successful not only in terms of

quantity, but ensured outstanding results in terms of quality too. Along with raising the economical standard of the beneficiaries, the project has been instrumental in spreading smiles too.

With reference to the collaboration with TFWA, the reach of the organization towards the marginalized youth has been broadened and has spread across reaching to youth who are in real need of employment and entrepreneurial opportunities. This has helped bring among the youth in terms of enhancing their skills and being employable. This has also resulted in changing the lives of youth and their family. The project has very proactive in terms of addressing the needs at the field level and ensuring quality training is provided for the youth. The special addition of entrepreneurial aspects to the programme has been successful in giving new horizons to the programme.

Overall, the project, across the center has successfully been able to develop change agents in the society, not only this, smiles have spread over those faces which had left hopes for a wonderful future. This project has successful been able to empower the womenfolk at large. The hands involved in household works are now selling apparels by gaining learnings from the sessions at the center. The partnership with TFWA has also been able to instil leadership skills, sense of entrepreneurship, and above all, it has floated a hope for dignified life for them. Having a look at the overall objectives achieved, initiatives taken and lessons learnt, this can simply be said that **TFWA and AeA have amalgamated well to achieve the unified goal of women empowerment.**

The project was successful in enrolling **304** candidates at Bilaspur center out of which, **202 have completed training and 102 candidates are ongoing in Bilaspur** and will complete their training by Dec 2016. The training has contributed in a major way to empower the youth to access their other entitlements like education and health. As the focus was on ensuring social equity in the training program i.e. priority for inclusion of marginalized communities like dalits, tribals, landless, women, disabled persons, etc. **71%** of beneficiaries are from Below Poverty Line (BPL) families whose annual income is lesser than INR 38,000.

With the objective to ensure appropriate placements for the candidates on completion of the training, Aide et Action has developed links with various employers which has made used to place the candidates. These employers also help in taking guest lectures and sharing the industry insight with the youth.

3. Did the work accomplished this year help you learn lessons that will benefit future work?

Yes, Along with the routine training programme, the center also learnt a number of things like benefits of Yoga on World Yoga Day, ill-effects of use of tobacco and tobacco products, Respect for women, spending time with old people at Old Age Home, sharing moments of joy with kids at orphanage. The feelings and the learnings from activities like these definitely would have long term impact on the life of these youth.

It was also observed that companies give preference to degrees over skills. And pay a comparatively lower salary to a person without a degree. To bridge this gap between the skilled youth and the remuneration offered by the company, AEAI has started partnering with corporates and other **companies on a PAN India** level (Presence Across Nation). This ensures that the youth are getting a salary above the minimum wages of concerned state as well as the company gets qualified youth.

Master trainers – AEAI has created subject matter experts from the existing faculties. This initiative is undertaken by enrolling the faculty for advanced training courses and master training courses.

Research Based Learning Process and tools - Aide et Action lays stress on updating the curriculum on the basis of current trends in the market and delivering the best to the trainees in terms of quality and value.

Also new tools for mobilization and reaching out to the most deserving community too have resulted in serving the underprivileged.

SUSTAINABILITY

4. How has the project had a positive impact on the community/ies at the core of the project and what will be the long term benefits? Please explain if the project has helped empower the beneficiaries by providing greater autonomy.

The project has helped us to better understand the needs of youth, and bring about a change in their life. It has also helped us to devise the enterprise development model for those who aspire to become an entrepreneur.

All the project activities, along with the periodic activities like celebration of International days and festivals etc witnessed participation by the beneficiaries. Beneficiaries have been essential and integral part of the project. The alumni from the earlier batches have helped in terms of mobilization, guest lectures, exposure visits and also getting the trainees placed in companies of their reference. A few of the beneficiaries also have become successful entrepreneurs, and are helping other also getting placed with their enterprise. This way, the trainees are better participating in the overall upliftment of the community at large.

The training at iLEAD Bilaspur, has brought a reduction in the number of people living below the poverty line by tapping market driven employment opportunities for marginalised youth from economically weakest sections. The trained youth are now more informed as they now better interact, communicate, analyse and evolve strategies to solve the issues/ problems they face. The trained youth have now become a positive role model for the community. The community too has understood the real meaning of the social empowerment.

5. Will the project continue in the future or is it now complete? Will further funding be required in the future to complete the work? Please indicate if the initial funding request was a multi-year project. ** (see footnote)

The project is proposed to continue for longer period of time. Pockets from Bilaspur have been identified which are yet to be saturated with skill enhancement. New skills too have been identified on the basis of which new courses will be analysed and proposed for the years to come.

With an integrated approach and focus on entrepreneurship, the project will target on generating a series of self-employment opportunities.

FINANCE

6. Please provide a summarised breakdown of how TFWA Care funds were utilised for the project.

Activities and Budget items			
Activities and Budget items		TOTAL	Utilisation till October 26th
1	1. Initiation of Center		
	EEPA- (Advanced) and curriculum Revision	1 944	-
	Community Mobilization Drive	1 250	114
	Training and capacity Building of faculties	1 389	743
	Furniture, computers and laboratory upgradation	2 083	1 534
	Entrepreneurial Lab set up- Raw material	2 083	2 083
	2 day workshop - EDM I	1 389	530
	Video Documentation & Reporting	3 472	3 465
	Sub TOTAL 1	13 611	8 469
2	2. Training		
	Faculty salary	10 000	8 453
	Rent	4 667	2 963
	Center maintenance	2 500	2 020
	Training materials and consumables	2 500	1 894
	Exposure visits, guest lectures, apprenticeship and placement services	1 000	128
	Sub TOTAL 2	20 667	15 459
3	3. Monitoring		
	Co-ordinator salary	2 000	0
	Travel, boarding and lodging	1 667	1 592
	Administration cost		0
	Sub TOTAL 3	3 667	1 592
TOTAL		37 945	25 520
TOTAL INDIRECT COSTS (10%)		3 794	2 552
TOTAL BUDGET of the PROJECT		41 739	28 072
	TOTAL DIRECT COST PER CANDIDATE	139	



ANNEXES

- 1. IMPACT**
- 2. Guest lecture Details**
- 3. Employers Details**
- 4. EDM I WORKSHOP REPORT**
- 5. Diwali Celebration at Orphanage**
- 6. Diwali Celebration at Old Age Home**



Appendix - 1

IMPACT – With regards to Community/ies at the core of the Project

The project activities were carried out in phased manner in every batch through Pre training, training and post Training activities. Along with this, developmental activities like GCE, Entrepreneurship focused trainings were also imparted to beneficiaries as planned. Also learning based activities like exposure visits, guest lectures, celebration of special days too were observed during the project period. In addition to this, the project also helped us devise EDM which is an innovative model of entrepreneurship. The training at iLEAD Bilaspur has brought a reduction in the number of people living below the poverty line by tapping market driven employment opportunities for marginalised youth from economically weakest sections. The trained women and youth are now more informed as they articulate, analyse and evolve strategies to solve the issues/ problems they face. The trained youth become a positive role model for the community. Further, community has realised the importance of education to children.

The project will continue further to train and reach more youth in Bilaspur. This initiative is AEAI's steps towards reaching out to the most marginalised, ground affirmative action in terms of enabling a chance to lead quality life.

At the completion of the current project period, this can be said definitely that yes, we have been able to leave our footprints and bring a sustainable change in the social mind sets, acceptance to change, dignity of women, socio economic standards of the families associated. Also, these young role models are now acting as change agents in the community at large and inspiring others as well to come out of their boundaries raise their voices against wrong practices and join the empowered work power.

Appendix – 2

Details of Guest Lecture conducted over the period of the year

S. No	Name of the Guest	Profile	Topics Covered
1	Mr. Arun Dani	Head Technician	Medical Disease
2	Mr.Asant Dalai	Area Sales Manager	Sales & Marketing
3	Mr.Amar Singh	Programming officer	Life skill
4	Mr.Abhishek Nukshewale	Sales Manager	Marketing
5	Ms.Neha Singh	Assistant Manager	Finance
6	Mr.Ajit Navik	HIV Counsellor	Awareness about AIDS
7	Mr.Arif Khan	M.D. Assure Pathology	Medical Treatment
8	Mr.Yogesh Chawala	Service Manager	Automobile equipments
9	Mr.Fanindra Vishwakarma	ITI Trainer	Safety for electricity
10	Mr.Rekham Sahu	Accountant	Tally Software
11	Mr.Sanjay Uikey	Team Leader	Marketing
12	Mr.Vikas Patel	Mechanical Engineer	Electrical Parts
13	Mr.Makhan Lal	Medical Counsellor	Awareness for DOTS
14	Mr.C.J. Hora	C.E.O.	Personality Development and grooming
15	Mr. Yatindra Kumar	Trainer	Time Management

Appendix -3

Details of Employers

Sl. No.	Employer Name	Domain
1	Titan Show Room	Automobile
2	Assure Patholab	BSPA
3	Agrawal Children Hospital	BSPA
4	Balani Hospital	BSPA
5	Bilaspur Hosital	BSPA, CRR
6	Bajaj Khandelwal	CRR, Automobile
7	Deepak Computers & Copiers	ITES
8	Eureka Forbs	Employer details_Write up on Deepawali Activity
9	Globus 36 Mall	ITES, CRR
10	Jeevan Sathi Marriage Bureau	ITES
11	Jai Maa Computer Center	ITES
12	Mahendra Auto Center	Automobile
13	Masum Hospital	BSPA
14	Nature City Super Bazaar	CRR
15	Pearl Dental Clinic	BSPA
16	Pantaloon RamaMagneto Mall	ITES, CRR
17	Prime Medical	BSPA
18	PVR RamaMagneto Mall	Electrical
19	Reliance Market 36 City Mall	ITES, Automobile, Electrical
20	Reliance Digital 36 City Mall	CRR, ITES
21	S.K . Pathology	BSPA
22	Sanjay Computer Center	ITES
23	Shivam Motors	Automobile
24	Suzuki Motors	Automobile
25	Sahara Hospital	BSPA
26	Sumit Bazar	CRR
27	Under Contractor	ITES
28	Under Contractor	Electrical
29	Under Contractor , Abhilasha Parisar	Electrical
30	Under Contractor, Sakri	Electrical
31	Yamaha World	Automobile
32	Tripathi Dental Clinic	BSPA

Appendix – 4

Report on EDM I Workshop

Place: - Bilaspur (C.G.)

Participants:-45

Day-1



Introduction:

Introduction is the best way to start the interaction between students and the faculty members for making the workshop successful and this time the occasion witnessed the presence of Sumit Soni Programme Manager – Livelihood Education, South Aisa and Mr. Sudhanshu Gaur Project Executive- iLEAD. The session

commenced with introduction of all students as well.

After that the session took off with objective of conducting this workshop and the major points to be touched upon during the session, were discussed. The session, included sharing with aspirants the difference between doing a job or start their own business as an entrepreneur.



Group Activity:

Next session was basically a group discussion among the aspirants over a few topics, so that they could easily share their ideas and think about doing a job or starting their own business. After this, a balloon activity was conducted with balloons to exactly know about the interest of aspirants that are they interested for starting their own business as an entrepreneur or not. Most of the aspirants showed their interest on that they selected to do their own business.



Introduction of EDM I model for iLEAD:

As the main focus was to share and disseminate all the information about EDM I model for iLEAD and the next part of the session covered the same. Mainly all the discussion based on cover all the aspects of EDM I model for iLEAD so that they could easily understand that they can also start their own business. EDM I model helps them to increase their possibilities of starting their own business as an entrepreneur. This session accomplished with some exercises and energizer and was summarized with examples of business models also.

Group Activity:

After sharing the information about EDM I Model, mentors formed groups for participation and work on the model as a team. All aspirants participated well in this activity and formed group after getting the task which they want to complete for an EDM I model which was given to them for iLEAD. With this, introduction of iCreations too was done.



All the participants participated very well in the first day of all sessions. Day one activities involved formation of groups, EDM I Model introduction and assignment of tasks to the participants.

Day 2:

Session on Detail Project Report: - Business plan

The session included discussion on business plans for aspirants for their proposed business and involved them to prepare business plans which all they can start for themselves. In this session, some details for making project reports to get loan and start their business as an entrepreneur too were discussed.

Group Activity:

After that the session includes some activities with the formed groups. They have already



known about EDM I model. With that, they were required to make a complete action plan as in what are the methods and things they can include for other people to know about their product. They were supposed to make some practical and achievable targets for getting profit for their team. This activity is conducted for them so they decide and make plan for pricing, margins, marketing and generating profits

too. This activity has involved them to think as an entrepreneur.

Presentation from Participants:

All the group members presented their action plans they made for marketing their products very well and discussed about their pros and cons. Mentors also have gave them suggestions and solved their issues and resolved their concerns regarding products, their plans and about places and people whom they want to include for marketing purpose also. After completing the presentations all group members got some brochures and catalogues to get more pictures and information about designs and all.



Work Distribution:-

Every group was distributed tasks to complete and success for their action plan. They all are very interested for taking part of this initiative and want to give all their efforts for participate in this activity. All groups selected different names for their groups and decided that they can easily get maximum profit for their groups. This session has included all the action plans and work distribution for all members.

Feedback:-

After the session of distributing the work, aspirants have given the feedback that these 2 Days of workshop has been very useful, knowledgeable and helpful to all of them for their future. They also shared that this workshop has given so many information and knowledge about EDM model and through this also they can think to start their own business as an entrepreneur.



Appendix 6

Diwali Celebration with Kids at Orphanage



Diwali is a festival of lights and we all celebrate this with our family. But unfortunately there are so many children who don't have family to celebrate this Diwali festival. So, on this occasion, iLEAD Bilaspur planned to celebrate this Diwali with these children who don't have parents to take care of them and spread happiness with them on this occasion. This was very good opportunity for the team to celebrate this occasion with the children living in Child Welfare Committee Bilaspur (C.G.).



Permission from C.W.C. officers were taken and they were also told about the proposed activities to be conducted. After getting the nod from CWC, all the children were involved for different games and activities.

There were children from 3 years to 17 years old and they were so excited for Diwali occasion activities. A number of activities and competitions were conducted among them and prizes to the winners were distributed too. All children enjoyed participating in the activities and shared their experiences too.

Appendix 6

Diwali Celebration at Old Age Home

On the occasion of festival of lights called “Diwali”. ILEAD Bilaspur celebrated Diwali with old citizen in old age home. Preparations for this day were done in advance. For this some fruits and earthen pots were purchased. After that the team visited old age home and distributed some fruits and earthen pots to old citizens.



A small activity too was conducted with them.

The team organized interactions with them and learnt about their ideas, opinions, views and suggestions regarding youth. The responsereceived from these Senior citizens has been superb and they really enjoyed being care care by a team of young people.

