

Annual Report 2016 - 17

Capacity Building Domain



Advisors: Dr. K. Vijayalakshmi, Shrashtant Patara

Lead: Manisha Mishra

Team: Arpita Jindal, Jyoti Sharma, Pulari Kurian, Tanvi Arora

Dated: March 2017

Section I: Domain Overview

Mandate:

*“Innovation and incubation of **capacity building solutions** to enhance **knowledge and skills** by enabling implementation for **scale**”*

The institutional function of CBD includes knowledge packaging, designing training modules and capacity building programmes. The capacity building programs are based on literacy to self-reliance, skills to livelihood, skilling supply chains and bridging information gap (career counselling & WASH).

The capacity building domain's verticals are:

1. Developing and Disseminating Knowledge & Information – Capacity building of numerous target individuals/ groups through packaged knowledge on thematic groups.
2. Designing Capacity Building Models – in order to integrate skill development with thematic focus.
3. Implementation
 - Capacity building for individuals – The BD driver will be through 80G, working in sectors like BFSI, transport and logistics and FMCG sectors.
 - Capacity building for groups, organizations and networks – the business development will be done with umbrella/apex organizations.

The key target audience are divided into individual and non-individual levels. The non-individual levels include groups, organization and networks such as NSDC, MSDF, BMGF, Ford Foundation, Global fund for women, USAID, World bank, Yes bank, ICICI, Narotam Sekhsarai foundation, ITC, Asia foundation, HUL, Marico, Wadhwani foundation, American express, IICA, Ford foundation, TATA Trust and Aga khan foundation.

The domain current knowledge assets and resources are:

1. One Standard Operating Procedures (SOPs) developed for Ministry of Urban Development. On the theme of WASH, four knowledge products were developed. These are Swachh schools, Swachh hospitals, Swachh roads, Swachh railways stations and Technology solutions for toilets: compendium.
2. For the training purpose, training Packages (TP) developed on Assistant Beauty Therapist (ABT), Retail Trainee Associate (RTA), Banking Financial service & insurance (BSFI) and Sewing machine operator (SMO). In future, we plan to develop TPs on IT/ITES customer relationship manager and Sampling tailor.
3. The Standard operating procedures (SOPs) developed based on the project needs are- Suhana Safar for Maersk, Centre of Excellence (Draft) and BIG (Bridging information gap) for schools for UNDP.

The beneficiary group targeted are women, men, youth, girls and supply chains.

Client group details:

S.No	Client / Funding Agencies	Location	Period	Financial Value in INR Lakhs	Status
1	HUL Unnao	UP	May 2016 – January 2017	11	Ongoing
2	Green Win	Delhi	Sep. 2015 – August 2018	11	Ongoing
3	HUL Sumerpur,	UP	May 2016 – May 2017	20	Ongoing
4	UNDP Disha Chat	Delhi-NCR	Nov. 2016 – Nov. 2017	32	Positive Pipeline
5	FICCL WE 2	MP, UP, UK and Haryana	May 2016 – March 2017	41	Ongoing
6	HUL Skills to Livelihood Delhi 1	Delhi	Nov. 2016 – Feb. 2018	53	Ongoing
7	FICCL Gurukul 2	Chhattisgarh and Rajasthan	June 2016 – March 2017	55	Ongoing
8	NPCL	Greater Noida	Mar. 2017 – Sep. 2019	60	Positive pipeline
9	Maersk - TEP	Delhi	March 2016 – Dec. 2016	72	Ongoing
10	UNDP CoE 1	Delhi-NCR	June 2016 – May 2017	96	Ongoing
11	Maersk Phase 2	Delhi NCR & Dadri	Feb. 2017 – January 2017	96	Positive Pipeline
12	HDBFS	-	-	100	Positive Pipeline
TOTAL					
INR 647 Lakhs - 359 (Ongoing) and 288 (Positive Pipeline)					

Using the above projects as a medium, capacities of
11,534 *individuals were built during the year*

7287 individuals
imparted livelihood
training



5135 women and girls
coached and made aware
about employability and
entrepreneurship

1837 truck drivers and helpers
impacted on Road Safety and
WASHH trough *Suhana Safar*
programme



8 New partnerships
formed



“Throughout my road journey, I keep listening to the songs and informative messages in the pen drive. The messages remind me of the workshop and the good habits on Road Safety and WASHH I learnt there”

Tools and systems designed:

A. IEC materials are effective means of disseminating relevant information to the target population

1. Infotainment pen drive – Informational messages along with entertaining songs were packaged for wider use in the truck driver community. Messages on road safety, personal hygiene, alcoholism and 20 Bollywood songs was put together in a pen drive. This infotainment drive has been distributed to 1000 truck drivers under the Maersk project.
2. Plug and play media – To ensure effective delivery and standardization in the information, a plug and play movie has been designed.

B. Educational games have been designed to connect with the target groups in engaging manner that allows fun and learning together

1. Pass the Parcel for Traffic rules – This game is designed with a slight modification to the original pass the parcel game. A parcel with traffic signs (instead of punishments or dare) is rotated with music. Once the music stops, the person holding the parcel has to tell the meaning for the traffic sign. This was conceptualized for truck drivers and helpers as a part of capacity building intervention. This educational game was first piloted in Maersk and replicated in HUL Hassangarh project. It has been used with 1400 truck drivers and helpers through Maersk and HUL Hassangarh projects. The same will be replicated in Maersk phase II for 1200 target group.
2. Memory game for WASH – To drive home the point of personal hygiene and sanitation, a memory game was designed on the 8 steps used for hand washing. The game can be in several ways after the steps are explained in the presentation. Firstly, the target audience is divided into 8 smaller groups and each group is randomly asked the action to be practiced at say, 5th stage. Second way to the play the game is by individually asking groups members the steps at a particular stage. This game has been piloted under Maersk project for capacity building of truck drivers. This has been replicated in capacity building programmes for several stakeholder, namely- security guards, cleaning staff, truck driver, contractual labour at depot under the HUL Hassangarh project.

C. Standard Operating Procedure (SOP) deck for the two new kind of projects (UNDP, Maersk) that involve conducting capacity building events. The SOP's are designed to bring in standardization and reduce the dependency on any one individual.

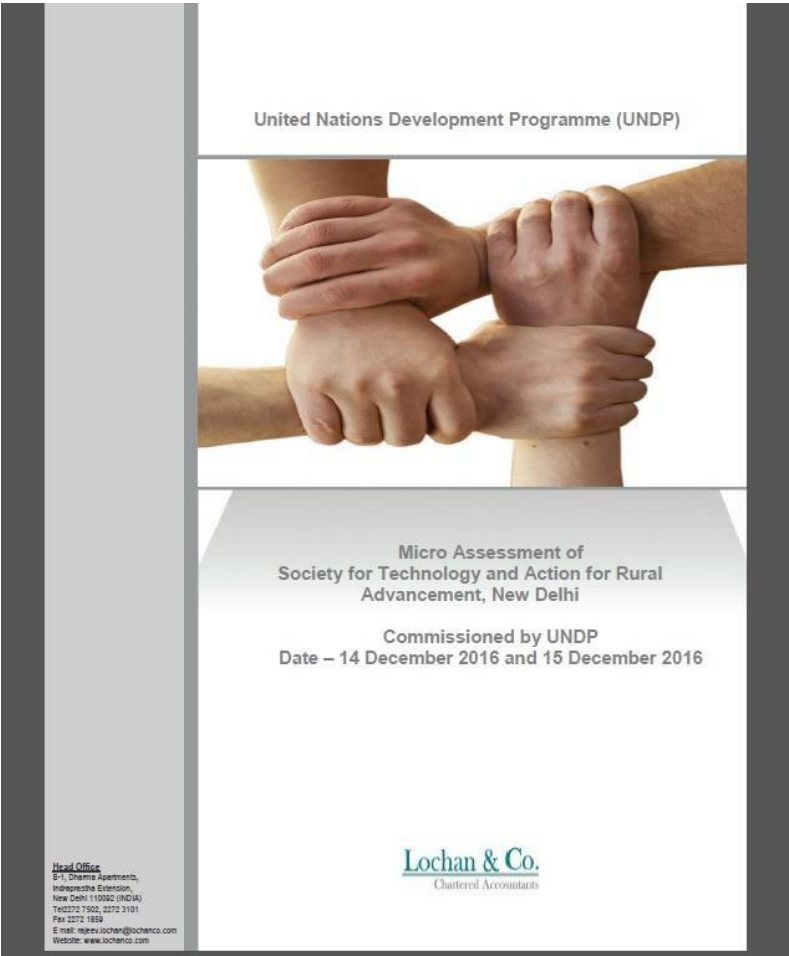
From TLA's business planning exercise, the team also created a SOP for the business operations.

D. Training modules were developed for conducting interventions and programmes under Maersk, HUL Hassangarh, FICCL Gurukul, and by TLA. These are modules on retail trainee assistant, assistant beauty therapist, financial literacy, road safety, waste management, personal hygiene, importance of continued education, prevention from seasonal diseases.



E. Knowledge products on the themes of Renewable Energy and WASH this year. The knowledge products on WASH have been produced under the Swachh Bharat Abhiyan and the same are uploaded on the website of Ministry of Drinking water and Sanitation. The renewable energy toolkit is prepared for replication of the learnings under CELAMeD project.





Micro assessment was conducted by partner agency empaneled by UNDP. The DA group has been rated as a “low risk” organization.

During a mobilisation drive by TLA, Ravi got to know about the Gurukul Career Academy. He was informed about the course by Mr. Shailesh Tiwari, trainer in Jodhpur. Coming from a agriculture background, after passing class 12th he was looking for job.

After joining Gurukul, he learned lessons on Personality Development, Banking and Finance, Communication Skills, Personality Development, Life Skills and Basics of Computes.

He recalls the disciplined environment of Gurukul, where morning and evening prayer was also part of the schedule. He liked homely yet disciplined environment at the Academy.

Post training during placement round he was selected by FICCL, where he did 21 days of on the job training before joining field work as GCO. He is now earning INR 12,000 per month and contributing to his family.

Ravi Acharaya
Gurukul Career Academy Jodpur
Father's Name: Atmaram
Village: Jaitaran
Qualification: 12th



मेरा नाम रवि आचार्य है मेरे
पिताजी का नाम आत्मराम है
मेरे बाम्बेया तह. जैतारण
जिला, पाली का निवासी है
मेरे पिताजी किसान है
मैंने 12th तक की पढ़ाई की

है। फिर मैं नौकरी की तलाश में था तो
मेरे गांव में * TARA Livelihood Academy
का कैंप लगा उसमें हमारे को Fullerton
India कम्पनी के बारे में बताया।
उसके बाद मैं गुरुकुल कैरियर एकेडमी में
आया उसके बाद वहां पर मैंने शैलेश जी
सर मिले उन्होंने मुझे गुरुकुल कैरियर एकेडमी के
बारे में बताया उसके बाद मैं हमारी 35 दिन
की ट्रेनिंग हुई उसमें हमारे को Communication
Skills, Personality Development, Spoken English
Basics of computer, customer Service and
Banking & Financial Services, life Skills के बारे
में बताया उसके साथ मैं हमारे को सुबह-शाम
सर के साथ मैं पुजा-आरती करते थे और
हमारे को हेमन्त जी सर द्वारा अनुशासन
में रहना सिखाया गया। और हमने वहां पर
घर जैसा वातावरण था और वहां पर
सर द्वारा बहुत कुछ सिखाने को मिला
उसके बाद मैं मेरा इंटरव्यू लिया गया
उसमें मैं पास चने गया। उसके बाद मैं
ब्रांच में भोज दिया वहां पर मैंने 21 दिन ट्रेनिंग हुई
उसके अन्दर मैंने फ़िल्ड में काम किया



Hina Bangre, now an entrepreneur, lives with her husband in Chhindwara, Madhya Pradesh. She has four sisters, two brothers and their father is a laborer. Due to the economic difficulties of the family, she could not continue her studies after 10th and got married at the age of 17.

After some time, her husband began to work in a company in Chhindwara while Hina used to carry out minor sewing activities at her home. She came to know about the Fullerton India and TARA Livelihood Academy's vocational training program for Sewing Machine Operator and registered for it. The program provided her employment and life skills training. Hina has been able to discover herself and owns her success to TLA. She practices sewing and makes readymade garments, working with a number of other women too. The household income has been enhanced by INR 4,500.



Ripu, 23 year old resident of Mehrauli, lives with her parents and five siblings. After undergoing the Trainee Associate for Retail training at the Centre of Excellence in Ghitorni, she has been exposed to opportunities that lay in front of her.

After her on the job training at Pnatatoon India, she is earning INR 12,000 per month at new job in Mothercare store in Saket. She recounts that this exposure has given her the confidence to achieve her dreams. Daily encounter with shoppers, seniors and clients is building her communication and interaction skills. "After gaining enough work experience I want to become a HR manager for a reputed firm" says Ripu.

“With support from TARA and Development Alternatives, Disha Chat initiative has been developed and partners are conducting sessions in schools across Delhi NCR, aiming to reach 50,000 girls”



Newspaper coverage Amar Ujala on 27th October 2016. The story of Shobha – trained by TLA under HUL's Prabhat initiative

खास खबर

खुद को कमजोर समझने वाली महिलाओं के लिए बनी मिशाल

दहलीज पार की, आसमां हो गया अपना

अमर उजाला ब्यूरो कानपुर ।

कहते हैं ना जिंदगी कच कचोटें बदल ले किसी को मालूम नहीं होता। कुछ यही हुआ सुमेरपुर के इंगूठा गांव की शोभा के साथ। शोभा की कहानी उन महिलाओं के लिए मिसाल है जो खुद को कमजोर समझती हैं। खुद के पांव को चौखट के पार करने से कतराती हैं।

नौकरी के लिए मना कर दिया

शोभा सनहात उतीर्ण है। पति की मौत के बाद वह नौकरी करना चाहती थी, लेकिन घर वाली ने नहीं निकलने दिया। इस लिए शोभा पहले ही निराश हो गई। शोभा बताती है कि सिलाई कढ़ाई सीखने को बात आई तो ससुराल वाली ने घर के कापड़े सिलाने के लिए सहमति जता दी। यही वह घटना है जिससे शोभा की जिंदगी बदली और वह उन्होंने पहली बार अपने पैर चौखट से बाहर निकाल खुद के लिए काम करना शुरू किया। इस तरह से शोभा को घर से बाहर जाने का मौका मिला।

शारी के तीन साल बाद टूटा पहाड़

वर्ष 2000 में शोभा की शादी हुई थी। तीन साल बाद शोभा की मोद में खिलखिलाता बेटा हुआ। सभी बेहद खुश थे, लेकिन वह खुशी ज्यादा दिन न चली। बेटा पैदा होने के सहज 12 दिनों बाद ही शोभा का सुहाग उजड़ गया। इस बाख़ा ने शोभा को पूरी तरह से लौड़ दिया। ससुराल वाली ने भी शोभा को अकेला छोड़ दिया। 12 दिन का बेटा लिए शोभा घर में गाय और भैंस पालने लगी। दूध बेचकर वह अपने बच्चे की परवरिश करने लगी, लेकिन शोभा को बच्चे के भविष्य की चिंता थी। अच्छी शिक्षा के लिए पैसे की जरूरत थी। ऐसे समय शोभा को हिंदुस्तान युनिवर्सलिटी लिमिटेड (एचयूएल) का साथ मिला। एचयूएल ने अपने सामुदायिक कार्यक्रम 'प्रभात' के जरिए शोभा को सिलाई-कढ़ाई का प्रशिक्षण दिया। आज शोभा बाजार से सूट, सलवार आदि कपड़े की सिलाई के लिए आर्डर लेती हैं। करीब तीन वर्ष बाद वह इस कोशल से अच्छी कमाई कर ले रही हैं।

अपनी बनाई ड्रेस दिखाती शोभा।

एचयूएल ने चलाए कई प्रोजेक्ट

हिंदुस्तान युनिवर्सलिटी लिमिटेड ने कई सामुदायिक प्रोजेक्ट कंपनी के आस-पास शुरू किए हैं। कंपनी के कार्यकारी निदेशक आपूर्ति मुखला प्रदीप बनर्जी ने बताया कि कंपनी के प्रभात कार्यक्रम के तहत जल संयमन के लिए धंदरपुरवा बुजुर्ग और इंगूठा में चेक डैम बनवाया गया है। इसके अलावा किसानों को जैविक खेती के लिए प्रशिक्षित किया जाता है और बीज बैंक खोला गया है। इससे सैकड़ों की संख्या में ग्रामीण लाभार्थी हो रहे हैं। उन्होंने बताया कि जैविक खेती से किसानों को बेहद लाभ मिला है। उन्होंने कहा कि जैविक खेती करने वाले किसानों ने इस प्रक्रिया को सराहा है। अन्य किसान भी इसका प्रयोग कर रहे हैं।

Lessons/ Learnings

1. Finance – During this year, budget for personnel was accounted less in project proposals. In the coming year, we will ensure that personnel budget is atleast 30% of the total amount.
2. HR – Key members from the team resigned due to personal reasons which changed the team structure and responsibilities for the existing members.
3. New Projects – The two new packages, namely, Skilling Supply Chains and Bridging Information Gap have got a positive response. Both these concepts were piloted this year and we have projects to implement them.
4. Operations – Interdependency of team members on each other for project implementation was quiet high. This led to heavy focus on operations and reduced focus on creating new packages for capacity building.

Section VI: Financial Report

Development Alternatives- Group Capacity Building Domain (CBD) Projects Expenditure Status FY 2016-17(Lakh Rupees) as on 31Jan17								
S.No	Description	Amount (in Rs.)						
		Budget Target	Budget Actual 2016-17	Expenditure	Budget Balance	To be Achieved	Available 2017-18	Available After Apr18
1	Personnel	216.00	98.82	80.54	18.28	117.18	23.96	0.00
2	Travel	15.00	12.67	7.20	5.46	2.33	2.51	0.00
3	Capital	16.00	6.47	5.86	0.60	9.53	1.00	0.00
4	Other Direct Costs	102.00	89.31	57.96	31.34	12.69	15.61	0.00
5	Institutional Support Costs	21.00	25.59	19.17	6.42	(4.59)	5.65	0.00
	Total	370.00	232.86	170.74	62.11	137.14	48.72	0.00

82%
57%
91%
65%
75%
73%

63% 73%

Budget Target: INR 370 Lakhs

Budget asking rate / run rate required: INR 30.83 Lakhs (370 Lakhs/12 months)

Budget current burn rate: INR 17.07 lakhs (Expenditure 170.74 Lakhs/10 months)