



नेहरु युवा केन्द्र संगठन NEHRU YUVA KENDRA SANGATHAN

स्वायत्तशासी संस्था
युवा कार्यक्रम एवं खेल मंत्रालय
भारत सरकार

*an Autonomous Body under the
Ministry of Youth Affairs & Sports
Government of India*



Ref No.NYKS/Spl Project/NRLM (RD)/2013 / 845

Dated 05.04.2013

From: Dr. Prabhakant, Executive Director, NYKS Hqrs, New Delhi.

To: All Zonal Directors, Nehru Yuva Kendra Sangathan.

Subject: Project Proposal for National Livelihood Mission (NRLM)-reg.

NYKS hqrs (Special Project Section) had submitted a project proposal entitled Yuva Swarogaris – An Initiative for Rural Youth Partnership in National Economic Growth & Development under National Rural Livelihood Mission of Ministry of Rural Development, Govt. of India. The proposal envisaged preparatory, Capacity Building, Community Mobilization , Self Help Groups, Handholding of SHGs by service provider etc.

In response to above, the Ministry of Rural Development, Govt. of India vide its letter No FTS No 25972 No. J. 11060/69/2012-RL dates 25th March 2013 (copy enclosed) has stated that NRLM is being implemented in accordance with its Framework for Implementation by the States. In the States, the programme is being implemented by the State Rural Livelihood Mission (SRLMs). The Ministry is not involved in direct implementation of the programme. The SRLMs have the discretion to partner with resource organization in implementation of NRLM.

In view of above, you are directed to prepare the project proposal on the lines of proposal submitted by NYKS Hqrs Ministry of Rural Development , Govt. of India entitled Yuva Swarogari – An initiative for Rural Youth Partnership in National Economic Growth & Development (copy enclosed) as per the state and local needs and requirement and financial implications.

Prior to that you are also advised to contact your concerned State Level Livelihoods Mission (SRLM) for further guidance in the development of the proposal under their Framework for the implementation.

Action taken report on above which shall contain the copy of the complete project submitted to the State Government, minutes of the meeting and a brief note on the outcome of the meeting be sent to Dr.M.P.Gupta, Joint Director (Spl. Project) by 03.05.2013 positively.

Yours sincerely

(Dr. Prabhakant)

Enclosed: Copy of letter of MoRD & Copy of Project Proposal.

CC:

- Secretary, Deptt of Youth Affairs & Sports, MoYAS, GOI, Shastri Bhawan, New Delhi,
- Ms. Nita Kejrewal, Director (RL), Ministry of Rural Development, Govt. of India, 6th Floor, Hotel Samrat, Chankayapuri, New Delhi-21 w.r.t. her letter no. FTS No. 25972 NoJ.11060/69/2012-RL dated 25.03.2013 on above subject.

द्वितीय तल, कोर-IV, स्कोप मीनार, लक्ष्मी नगर जिला केन्द्र, विकास मार्ग, दिल्ली-110092

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D-13503113

FTS No. 25972
NoJ.11060/69/2012-RL
Government of India
Ministry of Rural Development
Department of Rural Development

6th Floor, Hotel Samrat,
Chanakyapuri, New Delhi-110021.
Dated:- the 25th March, 2013.

Shri Prabhakant,
Executive Director,
Nehru Yuva Kendra Sangathan,
Core-IV, 2nd Floor, Scope Minar, Laxmi Nagar,
Delhi-110092

Subject:- Yuva Swarozgaris – An initiative for Rural Youth Partnership in National Economic Growth and Development – regarding.

Sir,

I am directed to refer to the aforesaid project proposal submitted by you and to say that the said project proposal envisages taking up the activities of Core NRLM from SHG identification to Institution Building and financial inclusion, for which an administrative mechanism from district to national level has been additionally proposed.


2. In this connection, it is stated that NRLM is being implemented in accordance with its Framework for Implementation by the States. In the States, the programme is being implemented by the State Rural Livelihoods Mission (SRLMs). The Ministry is not involved in direct implementation of the programme. The SRLMs have the discretion to partner with resource organization in implementation of NRLM.

3. In view of the above, you are requested to directly approach the SRLMs for partnership with Yuva Swarozgaris in programme implementation.

4. This issues with the approval of JS(NRLM).

Yours faithfully,


(Nita Kejrewal)
Director (RL)

M. Kumar,

03/4/13
AD (SP)

AD (SP)


Proposal on “Yuva Swarozgaris - An initiative for Rural Youth Partnership in National Economic Growth and Development”

An Overview of Rural Poverty and SHG Movement in India

Notwithstanding the relatively high growth rate, over 25 crore rural population (45 million households) in the country remain locked in poverty. Contrary to the earlier estimates of rural poverty, the *Tendulkar* Committee reported a rural poverty ratio of about 42 percent. While the number of rural people living on less than Rs.50/- (US\$1) a day decreased by 2.9 crores between 1981 and 2005, the number of rural people living on less than Rs.62.5 (\$1.25) a day grew by 3.5 crore during the same period.

The key challenge before the Indian economy today is to ensure that its growth becomes inclusive and contributes to a significant reduction in rural poverty. Rural poverty in India is multi-dimensional. It is influenced by systemic factors as well as structural changes in the economy and exhibits geographic and social characteristics.

Self-employment through organizing poor into Self Help Groups (SHGs) became the cornerstone of the new strategy. In the states, there is now widespread acceptance of the need for poor to be organized into SHGs, as a pre-requisite for their poverty reduction. 2.5 Crore rural BPL households have been organized and brought into SHG network. The magnitude of the unfinished task is enormous as based on 2010 projections of BPL households, 4.5 Crore households still need to be organized into SHGs. Even the existing SHGs need further strengthening and greater financial support.

Background and National Rural Livelihoods Mission (NRLM)

National Rural Livelihoods Mission (NRLM) mandate is to reach out to all the poor families, link them to sustainable livelihoods opportunities and nurture them till they come out of poverty and enjoy a decent quality of life. Towards this, NRLM puts in place a dedicated and sensitive support structures at various levels.

The core belief is that the poor have a strong desire and innate capabilities to come out of poverty. They are entrepreneurial. The challenge is to unleash their innate capabilities to generate meaningful livelihoods, which enable them to come out of poverty.

The first step in this process is motivating them to form their own institutions. Their true potential is realized when they are provided sufficient capacities to manage the external environment and easy access to finance, and are enabled to expand their skills and assets and convert them into meaningful livelihoods. This requires continuous handholding support by their institutions. An external dedicated, sensitive support structure, from the national level to the sub-district level, is required to induce such social mobilization, institution building and livelihoods promotion.

Strong institutional platforms of the poor empower the poor households and enable them to build-up their own human, social, financial and other resources. They, in turn, enable them to access their rights, entitlements and livelihoods opportunities, including services (both from the public and private sector). The social mobilization process enhances solidarity, voice and bargaining power of the poor. These processes enable them to pursue viable livelihoods based on leveraging their own resources, skills and preferences. Thus, they come out of abject poverty and do not fall back into poverty.

The **Institutions of the poor – SHGs**, their federations and livelihoods collectives - provide the poor the platforms for collective action based on self-help and mutual cooperation. They become a strong demand system on behalf of the poor. They build linkages with mainstream institutions, including banks, and Government departments to address their livelihoods issues and other dimensions of poverty. The programmes can be up scaled in a time bound manner, only if it is driven by the poor themselves.

The Need

Over the past few decades, the anti poverty programmes have been strengthened in successive years and poverty levels have gradually been reduced. However, the present scenario of rural poverty in India continues to cause great concern and need to be redressed with quick concerted efforts not only by the Government alone but also by the people themselves. Therefore, at this juncture, the self-employment programmes assume significance as they can provide income to the rural poor on a sustainable basis on one hand and sense of participation and ownership on the other.

In order to improve upon the situation, the need is to bring the **Below Poverty Line (BPL)** families above the poverty line. The NRLM, therefore, provides ample scope for the NYKS Youth Clubs and Mahila Mandals to come forward and play an active role in removing rural poverty in their respective areas.

Keeping the overall scenario of rural poverty in India and the scope of NRLM in view, **Nehru Yuva Kendra Sangathan** has evolved this project with the financial support from the **NRLM, Ministry of Rural Development, Government of India**.

Profile of Nehru Yuva Kendra Sangathan – the Implementing Agency

The scheme of Nehru Yuvak Kendra for each district in the country was started by Government of India in the year 1972. The Nehru Yuva Kendra Sangathan (NYKS) came into existence in 1987 as an autonomous body of the Government of India which is presently functioning under Department of Youth Affairs, Ministry of Youth Affairs & Sports. Since 1972, there has been a phenomenal expansion and growth of Nehru Yuva Kendras which are currently functional in 623 districts of the country. To manage, administer, monitor, guide and support 623 districts based Nehru Yuva Kendras, there are 28 Zonal Offices across the country with Headquarter at New Delhi.

The principal objective of NYKS is to mobilize, motivate, organize rural youth of the country and enhance their capacities to develop democratic institutional mechanisms in the form of village based Youth Clubs. It is to further develop and empower them to become productive and responsible citizens, assume local leadership to act as active partners in the process of community development and nation building activities with the spirit of equity, secularism and voluntary action.

The core strength of NYKS is a net work of village level 2.79 Lakh Youth Clubs in different stages of their existence and consolidation with an enrolment of about 8 million volunteers in the age group of 13-35 years. Besides, there are 6000 Mentor Youth Clubs, 3311 Youth Development Centres, 2053 Rural Sports Clubs and 221 Rural Information Technology Youth Development Centres. Between these Youth Clubs, Centres and district NYKSs there is volunteer force of 12000 National Youth Corps with whose assistance and participation, NYKS aims to achieve its objectives.

In order to achieve the set objectives through the established structures, networks, coordination, young volunteers and trained human resource, NYKS organizes Regular Programmes which are uniformly distributed amongst the district kendras in the country; implement Schemes of Ministry of Youth Affairs & Sports; undertake Special Programmes and Projects in coordination and support of development Agencies, Ministries and Departments of Centre and State Governments meant for youth development and empowerment.

Convergence Initiatives under taken by Nehru Yuva Kendra Sangathan (NYKS)

Nehru Yuva Kendra Sangathan is working at various fronts of youth development with a variety of youth programmes of the Ministry of Youth Affairs and certain special programmes, in coordination and cooperation with other Ministries/Departments of Government of India and UNO. The main focus has been on developing values of good citizenship, adopting healthy and secular ways and encouraging skill development for employability.

A paradigm shift in the utilization of the vast network of NYKS and its field units has commenced. In addition to its own youth programmes, which are somewhat bound in content and in financial resources, NYKS has initiated programmes in convergence with various other Central Ministries/ Departments for programme literacy, advocacy awareness campaign and even for implementation of Government of India's programmes and schemes. This will assist the other Departments to utilize the vast outreach of the NYKS and offer an opportunity to the youth to undertake its own development activities more effectively. And the potential is huge in this win-win situation for both stake holders.

- Adolescent Health and Development Project undertaken by NYKS with the support of UNFPA.
- Awareness and Education for prevention of Drug abuse and alcoholism in 10 districts of Punjab and 07 districts in Manipur with the support of MoSJ&E
- Red Ribbon Express Project with the support of NACO, Ministry of Health and Family Welfare.
- Voters Awareness Campaign for Lok Sabha Election 2009 and Assembly Elections 2009 held in the State of Jharkhand & Maharashtra, Punjab, Uttar Pradesh with the support of Election Commission of India.
- National River Conservation Plan for undertaking Creative Social Action around the River Cleaning and Beautification Programme along the river Ganga with the support of Ministry of Environment & Forests.
- Traditional Employability Skill Certification Project under Modular Employable Skills (MES) scheme of Ministry of Labour.
- Scheme for Various Initiatives/Programme for the youth of North Eastern States during 2009-10 and Tribal Youth Exchange Programme and Cultural Youth Exchange Programme for the Youth of J&K State with the support of Ministry of Home Affairs.
- Youth Employability Skills (YES) development and placement project in Manipur.
- The Projects of Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Prime Minister Gram Sadak Yojna and other major schemes of Ministry Of Rural Development are under process of intervention for programme literacy and advocacy.
- Nirmal Bihar Total Sanitation Awareness campaign in Bihar Development of Drinking Water and supply through the Ministry of Rural Development.

Outline of NYKS Proposal

Youth associated with Nehru Yuva Kendras are not only socially aware, motivated but are also inclined towards social development work through voluntary efforts. For all these years, NYKS activities remained focused both on economic and non-economic development activities including poverty alleviation programmes with active involvement of Youth Clubs, Mahila Mandals and village communities. However, a lot more remains to be done.

Forming Self Help Groups (SHGs) provides the scope for these Youth Clubs and Mahila Mandals to come forward and play an active role in removing poverty in their respective areas. Generally, the Youth Clubs and Mahila Mandals of NYKS are based in a village with an average membership of 40-50 youth. Keeping the overall scenario of economic status of the people in Indian villages in view, it is expected that nearly 30-40% of the total Youth Club and Mahila Mandals members would be those who are Below Poverty Line (BPL).

Therefore, in order to make this project a true “rural youth initiative”, in the field of poverty alleviation, the project would cover only those Youth Club members who are BPL, and if their number falls short of the required number to form a Self Help Group (SHG), then other persons from the BPL families will be selected by the Youth Club and Mahila Mandals. Such persons will also be enrolled as members of the Youth Club and Mahila Mandals.

This proposal is based on the understanding that, with mutual cooperation and support amongst the SHGs and guidance from the local Youth Clubs and Mahila Mandals, young people belonging to below poverty line families and organized as SHGs will be able to work as cohesive groups and take up properly identified economic activities to lift themselves above the poverty line.

NYKS will endeavor, through its dedicated sensitive support structures and organizations at various levels, to reach out to all the rural poor households, and take them out of poverty through building their capacities, financial muscle and access, and self-managed self-reliant institutions; through placement in jobs, and/or nurturing them into remunerative self-employment and enterprises. The institutions of the poor gradually take charge of supporting their members being in control of their livelihoods, lives and destiny.

Objectives

The principal objective is to reduce poverty by enabling the poor households to access gainful self-employment and skilled wage employment opportunities, resulting in appreciable improvement in their livelihoods on a sustainable basis, through building strong grassroots institutions of the poor.

- To build capacity of NYKS functionaries to implement project and actively participate in NRLM activities at district and grassroots level
- To identify and select rural youth from amongst the existing Youth Clubs and Mahila Mandals of NYKS and in the selected village who are Below Poverty Line
- To generate awareness among and motivate BPL rural youth to form Self Help Groups (SHGs)
- To establish SHGs federations at Village, Block and District levels and linking them at State and National level
- To build capacity of the SHGs to undertake joint activities followed by income generation activities and sustain
- To facilitate SHGs in establishing their linkages with service providers at block and district level under NRLM and others

Project Implementing Agency

Nehru Yuva Kendra Sangathan (NYKS), Department of Youth Affairs, Ministry of Youth Affairs and Sports, Government of India – its offices in at Zonal /State & District levels, Youth Clubs and Mahila Mandals at Village level.

Funding Agency

National Rural Livelihoods Mission (NRLM) Ministry of Rural Development (MoRD), Government of India

Coordinating and Support Agencies

Convergence with existing programmes (hard part - not covered under the project) of the NRLM at State, District and Block levels [State Rural Livelihoods Missions (SRLMs), District Mission Management Units at district level, and sub-district units at block and/or cluster levels]; other programs of Ministry of Rural Development and other Central Ministries and programmes of state governments; District Rural Development Agencies (DRDAs); Skills Development Centers, Financial Institutes / Banks, Civil Society Organizations, local Religious & Political Leaders, Women Groups, NGOs and Gram Panchayats public and private sectors and mobilize Technical Support from NRLM for seeking handholding support in developing and executing poverty reduction strategies for developing synergies directly and through the institutions of the poor.

Target Audience

Young people and their peer groups with focus on women along with adequate coverage of vulnerable sections of the society such that 50% of the beneficiaries are SC/STs, 15% are minorities and 3% are persons with disability, while keeping in view the ultimate target of 100% coverage of BPL families.

Duration of the Project: Two Year and Six Months

Scope of the Pilot Project:

NYKS will identify the States and Districts and their number in mutual consultation with NRLM, MRD. Proposal for implementation of the project at this juncture is as follows:

- 15 States
- 100 Districts
- In each district identification of 4-5 cluster of Blocks
- In each district selection of 100 villages having NYKS Youth Clubs and Mahila Mandals with cluster of villages in the selected 4-5 cluster of Blocks
- Under the project 10,000 villages will be covered

- In each village formation of three types of SHGs
 - exclusive for SC/ST females
 - mixed exclusive for SC/ST females and males
 - mixed exclusive General Category females and males
- In each SHG membership may range from 15-20 members – one member from one family
- In each village SHGs membership may range from 45-60 young persons (families)
- In each district there would be 300 SHGs with 4500 – 6000 young persons (families)
- In 100 districts in 15 States there would be 30,000 SHGs with 4,50,000 – 6,00,000 young persons (families) as direct beneficiaries

Proposed Strategies, Programmes & Activities

In order to achieve the above mentioned set of objectives and address the proposed scope of work, Nehru Yuva Kendra Sangathan will adopt following strategies and undertake activities under the project.

Broad Strategies and Activities

- Setting up of Institutional Mechanism at different levels of project implementation, monitoring and supervision
- Selection and deployment of project personnel at State, District, Block/Cluster of Villages
- Capacity building of NYKS project functionaries and deployed personnel at National, Regional, State, District, Block/Cluster of Villages
- Advocacy - Establishment of District, Block and Village level advisory committees
- Social mobilization Campaigns
- Building Enabling Environment (Advocacy and Mobilizing Support) - Political & Religious Leaders, Parents, Service Providers, Village Influences, Women Groups and others who matter
- Awareness Generation, Education & Motivation Meetings among BPL youth
- Identification and selection of beneficiaries
- Formation of SHGs
- Participatory Learning and Need assessment Appraisal Exercises by SHGs
- Capacity Building and Training of SHGs
- Focus Group Programs and developing Plan of Action to undertake activities by SHGs
- Establish SHGs federations at Village, Block and District levels and linking them at State and National level
- Facilitating in providing Access to Services to SHGs
- Rigorous Follow up and Handholding with SHGs

Implementation Processes

Setting up of Institutional Mechanism - Deployment of Project Staff – other than NYKS regular strength at Block, District, State and National Levels

In a District:

- One District Project Officer
- Three Project Supervisors (one each on a cluster of 33-34 villages at block level)
- Twenty Motivators (one each on a cluster of five villages)

In a State:

- One State Project Officer
- One Project Assistant

At National Level:

- One National Project Officer
- One Monitoring and Evaluation Officer
- One Program Officer
- Two Data Entry Operators
- One Assistant

Overall Project Implementation and Management Structure

- Executive Director, Joint Director (Spl. Projects), Asst. Director (Spl. Projects), National Project Officer, Monitoring and Evaluation Officer, Program Officer, Data Entry Operator, Program Assistant at NYKS Hq level for providing overall supervision, guidance, monitor and support to project field level staff and activities.
- 15 Zonal Director and 15 Deputy Director – overall supervisory officers at state level.
- 15 State Project Officers (SPO) – in identified 15 States under the guidance and supervision of Zonal Directors and Deputy Directors
- 15 Project Assistant – for providing administrative support
- 100 District Youth Coordinators, NYKS
- 100 District Project Officers (DPO)
- 300 Project Supervisors (Three Project Supervisors each in 100 districts)
- 2000 Motivators (Twenty Motivators each in 100 districts)

Proposed Programmes & Activities

Phase - 1. Preparatory

- Preparation of **Project Implementation Guidelines**, draft **Action Plan**, Time Line, expected outcome, Reporting and Utilization Certificate Formats and sharing of the same with NYKS Zonal Director, Deputy Director and selected districts' Youth Coordinators
- **Selection of Blocks, Youth Clubs, Mahila Mandals and villages** in each of the targeted districts - to be done in consultation with Panchyati Raj Representatives, District Collector, PD, DRDA and Block Committees as well as based on the records of Youth Clubs and Mahila Mandals of district NYK where they have their comparative advantage as compared to other blocks and their villages. Besides this, preference could be given to such clusters of Panchayats/Villages (with active Youth Clubs and Mahila Mandals) where the poverty among the people is acute, the level of awareness is low and where such programmes have not reached with full strength and force and the attitude of the people towards self-employment is not encouraging. Attempts should be made to involve more and more number of Mahila Mandals under this project.
- Issuance of notification and **formation of Project Advisory Committees** at State, District and Village levels
- **Establishing a data base of renowned resource persons and experts** at block, district and state level
- Preparation of draft State and District **action plans**
- Holding of the first meeting of the **State and District Advisory Committees** and finalization of Action Plans
- Release of advertisements in the Newspapers, **selection and deployment of Project Functionaries** viz. State Project Officers, Project Assistants, District Project Officers and NYC Volunteers, Monitoring and Evaluation Officers, Project Officers and Data Entry Operator from outside NYKS.

Phase - 2. Capacity Building, Orientation Training cum Planning

i. Orientation Training of Project Functionaries cum Planning Workshop

- **National Level Orientation cum Planning Workshop:** A full two day (excluding arrival and departure time) orientation training programme will be organized for the project implementers and managers from **NYKS, H.qrs., State level officials viz. Zonal Directors and Deputy Directors** and with participation and guidance from key officials from NRLM,

Ministry of Rural Development and others as suggested by MoRD. It is to share and brief them about the project, its objectives, strategies, plan of implementation, expected outcome and follow-up as well as about NRLM, probable partners and development of respective States draft Action Plans. The total number of these officials and others would be forty five.

- **Regional Level Training cum Planning Workshop** - Organization of 6 training programs of full two day (excluding arrival and departure time) days each with 40 participants in each training in 3 centrally located States and thereby covering 200 project implementers and managers from 100 districts along with officials from other departments, experts and resource persons. It is to provide Training to 100 **District Youth Coordinators** and 100 **District Project officers** (recruited under this project) with participation and guidance from key officials from State NRLM, State Department of Rural Development and experts from leading NGOs, Heads of Women Groups and organizations, representatives of SC/ST, Minority Commission, etc and others as suggested by MoRD. It is to share and brief them about the project, its objectives, strategies, plan of implementation, expected outcome and follow-up as well as about NRLM, State and District level NRLM structure and support mechanism available, probable partners and development of respective Districts draft Action Plans.

The total number of these officials and others would be 240. It is also to build their capacity to undertake training programs and implement project at their level.

- **District Level Training cum Planning Workshop** - Organization of 100 training programs of full **five days** (excluding arrival and departure time) each with 30 participants in each training and one in each district thereby covering 23 project implementers (**3 Supervisors and 20 Motivators**) along with officials from other departments, experts and resource persons. It is to provide Training to 300 Supervisors and 2000 Motivators under the project in 100 districts in 15 States with participation and guidance from key officials from District NRLM, District Department of Rural Development and experts from leading NGOs, Heads of Women Groups and organizations, representatives of SC/ST, Minority Commission, etc and others as suggested by DM/DC.

It is to share and brief them about the project, their roles and responsibilities, its objectives, strategies, plan of implementation, expected outcome and follow-up as well as about NRLM, District and Block level NRLM structure and support mechanism available, probable partners and development of respective Blocks and Villages draft Action Plans. They will be trained on social mobilization, advocacy, formation of SHGs, coordination and establishing linkages with service providers and motivated to voluntarily undertake project associated/additional support activities in their targeted villages.

Phase - 3. Youth and Community Mobilization and Advocacy

At the time of identification the Youth Clubs/Mahila Mandals, the Gram Panchayat Pradhans and President of Youth Clubs/Mahila Mandals would be briefed about the project, its objectives, programmes and activities; work plan; help and cooperation expected from them and village communities at large. The basic idea is to involve the local youth and village population to accept the project, help, support and encourage the BPL families for successfully undertaking the self-employment and economic development activities in the identified villages with visible expected outcome.

- In each district **100 meetings of Village Youth Clubs / Mahila Mandals** on the implementation of project in their villages and their roles and responsibilities and voluntary support and partnership in social mobilization, selection of SHGs members
- In each district **100 meetings of Village Advisory Committees and launch function** of the project in their villages and their roles and responsibilities and voluntary support and partnership in social mobilization, selection of SHGs members
- In each district **100 Advocacy activities and interaction meetings** with local Youth, Political Leadership, Religious and Community Leaders, Women Groups for mobilizing Will, Support, Partnership, Action and Sustainability of the Project in the targeted villages
- **Motivational Campaigns**

In each of the selected districts, under the leadership of the trained District Youth Coordinator, District Project Officer, Supervisors and Motivators, motivational campaigns will be organized in a manner so as to cover 15-16 villages in the project area

in 4 days and to hold village level meetings. **Six** such campaigns will be required in each district to reach all 100 villages in the project area. Under this project **600 Motivational Campaigns** would be organized.

During the campaign, the BPL family members would be identified in consultation with the Gram Panchayat Pradhan, Village Youth Club/Mahila Mandal President and while referring the list of BPL house hold identified through BPL census duly approved by the Gram Sabha and also from the BPL list approved by the Gram Sabha. Nonetheless, the guidelines for the selection of the beneficiaries under the project as mentioned earlier should also be followed.

During the campaign, the campaigners after identifying the beneficiaries would also make them aware of the project objectives as well as the benefits they can get under this project. They may also be made aware of their roles and responsibilities and the concept of self-help groups. The probable beneficiaries would also be motivated to come forward and take active part in the project activities for their own benefit and the community at large.

- **Potential SHGs First Motivational Meeting:** On the **5th day of the campaign**, the enlisted BPL family members from the villages covered by each team should be invited to assemble at a pre-decided central place on a cluster of three villages for further awareness generation, motivation and education as well as informing them the future course of action and first formal screening and selection of SHG members for 3 SHGs in a village. **100 such meetings** will be needed per district and 10,000 under the project.

Phase -4 Consolidation of SHGs and Capacity Building

- **PRA on SHG:**

As a further extension of consolidation and capacity building exercise, group members of 3 SHGs in each village will be clubbed together at a central place and then bifurcated in their respective SHGs for full **one day** PRA exercise. This is intended to give the members a clear idea about the scheme, the concept of SHG, a sense of belongingness to the project and for them to come out with their own ideas for undertaking a joint self-supporting activity. **100 PRA exercises** will be needed per district and 10,000 under the project.

- **Focus Group Discussions and Preliminary Road Map by SHGs:**

During these **one day** exercises, the individual members from each SHG would be provided an open opportunity and an environment to understand each other and come forward to join together and form self-help groups while keeping in view the joint activity which they have identified during the PRA exercise. SHGs will be formed only after FGD and also the activities to be undertaken by the SHGs will be identified during this process. **300 FGD exercises** will be needed per district and 30,000 under the project.

- **Training and Preparation of Action Plan by SHGs:**

After the PRA and FGD exercise, the SHG members will be exposed to full **three day** training programme so that they can further be oriented about the concept of SHG, their joint responsibilities, credit and thrift activities they have to undertake, grading of SHG, banking system, the benefits they will get (subsidy, loan, revolving fund, etc.) books of accounts, system of repayment of loan, clarification of their doubts, quality control, marketing, etc. as well as to firm up their minds about the activity areas they have selected during PRA and FGD exercise as well as development of their Action Plan. They will also be provided with necessary guidance, counseling and inputs from the experts at district and block level. In each training, a group of 3 SHGs will be invited who earlier had together undertaken the PRA exercises. **100 Training programs** will be organized in each district and 10,000 under the project..

- **Thrift and Credit Activities and Opening of Saving Bank Account:** Soon after the above process, the SHGs will start thrift and credit activities with their own contributions, by opening a bank account and will sustain these activities for four months before being recognized as SHGs.

Phase - 5 Formation of Federations by SHGs

Building and sustaining institutions of the poor at various levels would be for collective action, greater solidarity, bargaining power, economies of scale and larger linkages. Following the principles of subsidiary, the federation at each level would have its own purpose, functionality and identity. These institutions would be independent, yet organically interdependent.

Strong institutions of the poor such as SHGs and their village level and higher level federations are necessary to provide space, voice and resources for the poor and for reducing their dependence on external agencies. They empower them and also act as instruments of knowledge and technology dissemination, and hubs of production, collectivization and commerce.

Building inclusive, participatory and accountable federations is process intensive. It requires sensitivity and active involvement of the constituent units. Federations would be legal entities with their own articles of association to carry on various social, financial and/or business functions. With overall accountability to the general body, executive committee and various sub-committees would function and execute the plans of the federation through their staff, community service providers, professionals and/or and other human resources.

By and large, the SHG will be an informal group. Primary federation, at the village or Panchayat level, should enable close bonding of the SHGs, with 15-20 SHGs. Its responsibilities would include: (i) bringing all left-out poor into SHG fold; (ii) providing support services like trainings, book keeping, etc. to SHGs; (iii) providing higher order financial and livelihood services; and (iv) facilitating access to public services and entitlements. The groups can also register themselves under the Societies Registration Act, the State Cooperative Act or as a partnership firm. The SHGs can be further strengthened and stabilized by federating them at

- Village level Federation by SHGs
- Block level Federation by SHGs – **holding 3 block level conventions**
- District level Federation by SHGs - holding **one district level convention**
- State level Federation by SHGs - holding **state level convention**

This would facilitate regular interaction and exchange of experiences including flow of information and services from District level NRLM, DRDAs and other departments.

Phase - 6 Handholding of SHGs by Service Providers and Follow up Activities

As a part of project activity the SHGs would be facilitated and helped in handing them over to Service Providers for the next processes under NRLM in each district. It includes Coordination & linkages with Service Providers viz. financial institutes, training providers,

government run NRLM financial (access to knowledge dissemination, skill building, revolving fund, subsidy and credit for graded Grading of SHGs, Preparation of Project Proposals, SHGs to start self-employment ventures) and marketing support and services for SHGs under the program at block and district level and access to other livelihoods services underpins this upward mobility. This Hard Part includes the funding norms and ceilings for funding of different components and inter se allocation among the States. Nonetheless, NYKS under this project would rigorously follow up and provide guidance and support to SHGs and their Federations in close coordination with service providers till they evolve above poverty line through Major Economic Activities

Monitoring and Evaluation

Executive Director, Joint Director (Spl. Projects), Asst. Director (Spl. Projects), National Project Officer, Monitoring and Evaluation Officer at NYKS Hq level for providing overall supervision, guidance, monitor and support to project field level staff and activities. For the timely and proper implementation of the project on the one hand and to guide and suggest midterm corrective measures on the other, the project area will be visited regularly by the key managers viz; Youth Coordinator, Deputy Directors and Zonal Director as well as by the grass root level functionaries such as motivators and supervisors. During the visit of the high level officials, meetings and discussions would be organized with the implementers, beneficiaries as well as stake holders and the villagers. Besides this, the official records, Monthly Progress Reports and Utilization Certificate would also be checked as a means of verification. At the end of the project, evaluation study can also be conducted so as to assess the change in the situation and the extent of achievement of the set objectives.