

# Sustainable Livelihoods through Multi-Skills Training & Entrepreneurship Development



## TASTYBITES FOUNDATION Report Period- 2021-22

AMERICAN INDIA FOUNDATION TRUST

HEAD OFFICE: 1003-1005, DLF City Court, M.G Road, Near Sikanderpur Metro Station, Gurgaon-122002

■ T: 91.0124.4551850 ■ F: 91.124.4551888 ■ [www.aif.org](http://www.aif.org) ■ [info@aif.org](mailto:info@aif.org)

REGISTERED OFFICE: C 181, Sarvodaya Enclave, 2nd Floor, New Delhi 110017

## Executive Summary

American India Foundation is implementing Tasty bites' Sustainable Livelihoods through Multi-Skills Training and Entrepreneurship development project in Duand block of Pune district. During the reporting year, AIF has established 2 multi-skilling centres in different villages and started training in tailoring and basic computer. In the reporting year, a total of 211 beneficiaries have been trained and 89 of them have been placed or started their own enterprise and started getting an additional income. 56 beneficiaries of basic computers have been placed so far and getting an average salary of INR11,450 while 33 beneficiaries of tailoring are getting an average income of INR 3200.

## Program Overview

	Target (1 <sup>st</sup> year)	Enrolled	Trained	Placed
<b>Padvi</b>				
Tailoring	100	65	65	22
Basic Computer Skills		49	49	25
<b>Subtotal</b>	<b>100</b>	<b>114</b>	<b>114</b>	<b>47</b>
<b>Deoulgaon</b>				
Tailoring	100	41	41	11
Basic Computer Skills		56	56	31
<b>Subtotal</b>	<b>100</b>	<b>97</b>	<b>97</b>	<b>42</b>
<b>Grand Total</b>	<b>200</b>	<b>211</b>	<b>211</b>	<b>89</b>

## SHG Formation

Sr	Village Name	No. of SHG Formed	SHG Name	No. of Members
1	Padavi	1	Dhanlakshmi SHG	11
2	Deoulgaon Gada	1	Bharari SHG	11

## Background/Context

Tasty bite Foundation is working towards uplifting the village communities in and around their factory premises. This project is in line with the objectives of the Tastybite foundation and aims to create livelihoods for farmers with a special emphasis on women from the village. Both Farm and Non-Farm Livelihoods such as tailoring, beautician, data entry etc. shall be created under this project.

The Project area is situated in the Daund block of the Pune district which is 60Km away from the city. Initially, the project was started in Padvi and Deoulgaon villages which come under the dry zone where no resources are available to store rainwater and farmers are totally dependent on rain for the cultivation. This project envisages benefiting 500 women from the identified project catchment villages through skill development and creating sustainable livelihoods for them. Agriculture is the primary livelihood for the community in these villages. This project aims to provide them with another livelihood option through skill development. We are focusing on developing their skills in tailoring and basic computer so that they can get employment as well as start their own business.

## Program Objectives

**Goal:** Providing access to livelihood opportunities for farmers, youth from farmer families and women of Khor, Deulgaon & Padavi villages through skill development, financial linkage and market linkages, both backward and forward.

### Objectives:

- 1) Equip villagers, especially women, with skills and provide various opportunities for livelihoods.
- 2) Enhance income through employment and entrepreneurship development.
- 3) Create a sustainable model for a multi-skilling centre.
- 4) Provide farmer families with an alternative source of income by skilling the youth of their families to be job ready.

### Outcomes:

- **Setup Phase** – Market Scan, Partnerships, Training Centre Setup, Initiation of Sensitization and Mobilization.
- **Modelling Phase** – 200 farmers/youth from farmers' families/women get skilled and gain access to employment/entrepreneurship access to market / financial linkages. At least 2 Women SHGs are formed.
- **Scale Up Phase** – 500 farmers/youth from farmers' families / Women get skilled and gain access to employment/entrepreneurship as well as access to market / financial linkages. At least 5 SHGs are formed.

## Strategy



- **Community outreach & sensitization:** We are ensuring to have our reach in the community by encouraging the farmers, women and youth from the village to join the skills training / self-employment facilitation program.
- **Quality training delivery:** The training has been delivered by an expert domain-specific trainer with periodic assessment of the trainees.
- **Employment:** We are providing direct placement assistance to youth trained in market relevant skills. These youth are from the families of farmers and thus provide source of alternative income to their families.
- **Entrepreneurship:** Arranging a range of facilitations and support to various types of self-employed, micro-enterprises and entrepreneurial ventures, which include access to market, technology up-gradation, capital, up-skilling and other support services required for reviving and growing the ventures. Innovative models developed by AIF such as the training cum production centre shall be included within the centre.





*Puja Baravkar, Kajal Lavhe, Chaaya Baravkar started their tailoring shop earning Rs 5000 monthly average income*

SIT SLIP / जमा चलन

Pune District Central Co-operative Bank Ltd  
मु. कः ४ ब, बी.जे.रोड, पुणे ४११ ००९

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 मा.द्वारा व्यवस्थापक  
 एड. P.D.C. Park  
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विषय :- स्वयंसेवायुक्त समुह खाते आपले बँकेत उपडणे शिकायत च्या बाबत.  
 संदर्भ :- मा. विद्यापीठ आयुक्त, पुणे यांचेकडील समुह स्थान विषये अधियांना बाबतचा  
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 Bank Sahaj  
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ग्राहक अधिकारी (सं-२)  
 पंचायत समिती दीड

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प्रत :-  
 १. पंचायत समिती दीड


  
 प्रमाणित  
 मा. शास्त्रा व्यवस्थापक  
 शाखा-राजसमर्थ (पुणे), ता.दीड/हवेली, जि.पुणे  
 दिवस :- स्वयं सहायता समुह खाते आपले बँकेत उघडणे शिफारस पत्रा बाबत.  
 संदर्भ :- मा. धारणी आयुक्त, पुणे यांचेकडील समुह स्थापन विरोध अधिवासा बाबतचा  
 आदेश.  
 पुणे, ता. ०३/०३/२०२२  
 गटा विकास अधिकारी (वर्ग-१)  
 पंचायत समिती दीड हवेली

SHG Formation &amp; Account Opening Permission from MSRLM Authority

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## Program Activities

### Market Scan

We have conducted a market scan in the project geography to assess the aspirations among the targeted beneficiaries groups, relevant employment, entrepreneurship and self-employment opportunities along with the skill sets and attributes required. Skill mapping of interested beneficiaries is also done to understand their interest in providing livelihood opportunities accordingly.

### Curriculum Development

We have designed training courses as per the requirement after the market scan.

The course curriculum has been customized as per current requirements focusing on certain skill sets as market requirements.

We have developed a course curriculum for tailoring and basic computer.

### Multi-Skills Centre Setup

Two multi-skilled centres have been developed in Padvi and Develgaon village in Daund block.

These centres are equipped with appropriate equipment and technology to train women and youth. An IT lab has also been set up to provide basic IT skills to all candidates undergoing training at the centre.

### Trainers & TOT

4 Domain experts have been hired to deliver domain specific training.

Training of trainers has been organized keeping in view the current market trend and industry practices.

### Candidate mobilization & selection

We started mobilization of candidates through village meetings as per our criterion.

Preference has been given to the families of farmers and women of the village.

### Skill Building and Placement

After enrolment, candidates were clubbed into the batches and their training started.

On successfully completing the training, candidates were supported for placement and soft skills trainings were also provided

Candidates for tailoring were also supported to establish their own business after completing the training. Started formation of women SHGs.

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## Key Achievements

The project has catered the rural women only and helped them to uplift themselves.

Successful mobilization of beneficiaries despite COVID 19 restrictions and limited on the ground support.

Maintained a good liaisoning with key stakeholders like panchayat members and local government officials that provided free spaces to establish our centres.

Setup of two centres despite various on-ground challenges like Covid 19 and unavailability of vendors.

Launched both the centres with batches as per timelines in consultation with the Tasty bite.

The community has shown great ownership in the project and is ready to uplift their life with the interventions being done by the AIF and Tasty bite.



*Entrepreneurship Awareness Speech by Mr Salil Chaturvedi (Operations Head AIF)*

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## Placements at a glans

### Basic Computer Placement – Salary wise Break Up

S.N.	Name of the Company	Placed candidate	Avg. Salary (PM)	Highest Salary
1	EEVLLP(Edelweiss)	36	10,000	10,000
2	VSS Technology Pvt Ltd	11	14,090	14,500
3	Mobiserv Global Limited	7	16,166	22,500
4	KGN Agro Pvt Ltd	1	8,000	8,000
5	Omkar Cyber Café	1	5,000	5,000

### Cutting & Tailoring- Monthly Income Break Up

S.N.	Enterprises Established	Placed	Avg. Income	Highest Income
1	33	33	3200	7000

### Month wise Placement Details

S.N.	Course Name	December	January	February	March	April	May
1	Basic Computer	4	0	0	36	9	7
2	Tailoring	14	1	0	10	2	5

1. Tasty Bite\_Comm...

2. Tasty Bite\_Comm...

3. Tasty Bite- Commu...

4. Tasty Bite- Commu...

5. Tasty Bite- Commu...

Discussion on Republ...

Tasty Bite- Communic...

Tasty Bite- Communic...

Online soft skills training for the candidates to make them interview ready

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## Monitoring and Evaluation with Key Performance Indicators (KPI)

Monitoring is the key to success by ensuring quality in output. Field level monitoring included: During the training, weekly assessments have been done that have taken care of the quality of training and if there are any discrepancies, immediate corrective measures were taken. The regularity of the candidates has been monitored through regular attendance. Some of the key performance indicators of the project are as follows:

- 1) Number of candidates mobilized and enrolled
- 2) Number of batches started/completed
- 3) Number of candidates trained
- 4) Number of candidates placed
- 5) Number of enterprises established
- 6) Number of SHGs formed

## Challenges

- 1) We got challenges to mobilize candidates for the basic computer skills course. The majority of the candidates from both the villages are interested in the cutting and tailoring course.
  - 2) At Deoungaon centre we are running our batches at the Z.P. School classroom. Due to timing issues, we were able to run only one batch which was a challenge initially.
  - 3) Both of our centre premises are established at Panchayat Bhawan for free of cost. Panchayat leaders wanted to take advantage of this and wanted to enroll their own candidates which created a challenge for us.
  - 4) Placement of the candidates in the local area is very difficult since the geography is very interior and very less opportunities are available here. Candidates are not ready to move out even for 60KM where the placement opportunities are available.
- Despite all the challenges we got many learnings and the team identified new innovative solutions for each of the challenges and achieved the targets of the training and still working hard to complete the placement targets as well.

## Way forward

- 1) We are planning to set up a remote workplace to give on the job training on improving communication skills and workplace etiquette so that our candidates get a better chance of getting selected for the job interviews.
- 2) We are exploring the possibilities with the textile companies to give industrial training for production in our centres as well as business tie up with the other organization. We are in the talk for various tie-ups with some of the textile companies.

Following are the details:

S.N.	Name Of Company	Product/services	Nature of engagement	Status
1.	Shakhr Sheikh Enterprises	Apparel Making	The vendor visited the Padavi Centre & expressed interest to set up the production unit	Meeting to be conducted with the candidates for



			along with the capacity building of the candidates.	job orientation and selection by the vendor.
2	Venus Garments	Nightwear/ ladies apparel	On the job training for Machine operations & outsourcing of its job to the village.	Primary stage and formulation of the framework
3	Balika	Child wear	Proposed mass production and purchase to sale in the market	Sample sent
4	Peppermint	Girls Wear Dresses/Tops/Skirts	The potential employer for our candidates	Follow up continue for recruitment

## Success Stories:

### Story of Madhvi Shitole

Madhavi Kiran Shitole (Age 25 ) is a housewife, mother of two children, and her husband working in a State Transport Corporation as a Driver. She belongs to the marginal integrated Farming family having 8 members residing in Padavi village. Madhavi Completed her education till the 12<sup>th</sup>.

Due to marriage at an early age, Family responsibility, and social restriction she cannot explore her knowledge and learning desires. Remote Location, lack of access to resources put a limitation on her learning despite having support from her husband and in-laws.

She enrolled in a Basic Computer Course at the Padavi Centre which helped her to learn the basic computer skills, as well as functional and communication skills in 3 months' time through offline mode during the Pandemic.

Skill Development Centre Padavi helped her to improve her Basic Computer Skills like MS Office, Excel & Graphics as well as Hardware Knowledge. Personality and communication development sessions also helped her to improve her English speaking, confidence building, and interview skills. Financial Inclusion training also helped her as she has started the cake shop. Now she is getting the local orders of the cake online. She is also enabling to take part in the placement process organized by AIF despite the prolonged gap in her education.

She is shortlisted with VSS technologies with a salary of Rs. 14500 per month.



*"AIF Basic Computer class helped to learn the basic computer skills as well as communication skills, financial inclusion. Now, I am able to participate in the placement process for Work From Home Jobs as well as able to handle the online orders for my cake shop ."*

### Story of Uma Sudam Mali

Uma Sudam Mali (Age 23) is the Graduate (BA) from the Pune University. She belongs to the Farming family having 4 members in Maalwadi village, which depends upon the rain fed agriculture for the Livelihood and her husband is working in the nearby MIDC as a laborer.

Uma came to know about skill development program at her village and enrolled herself in the basic computer course. She completed the course successfully. Skill Development Centre Deoulgaon helped her to improve her Basic Computer Skills like MS Office, Excel & Graphics. Availability of the computers at the centre also helped her to do the practical work of programming, coding etc. Personality and communication development sessions also helped her to improve the English speaking, confidence building and interview skills.

After the completion of the course, she got placed in the Mobiserv Global Ltd as a Business Development Executive . She is earning Rs. 18000 per month now and supporting her family.



*"After graduation I was at home and looking for the course which can make me employable but due to the financial condition, I could not enroll myself in professional course. Then I came to know about the AIF skill development Centre at Deoulgaon, I enrolled myself in the Basic Computer course free of cost. AIF has also supported me to improve my communication & technical skills which helped me to secure a job."*

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## Financial Summary

THE AMERICAN INDIA FOUNDATION TRUST				
Tasty Bite				
Tasty Bites Expenses - March 2021 to March 2022				
S.No	Budget Head	Total Budget	Exp March 2021 to March 2022	Balance
<b>A</b>	<b>Program Set-up</b>			
A.1	Centre Set-up	13,94,225	17,83,900	(3,89,675)
A.2	Market Scan	50,000	28,125	21,875
A.3	Training Content customization & Translation in Marathi Language	45,000	27,659	17,341
	<b>Sub Total</b>	<b>14,89,225</b>	<b>18,39,684</b>	<b>(3,50,459)</b>
<b>B</b>	<b>Program Execution</b>			
B.1	Centre Maintenance	60,642	69,811	(9,169)
B.2	Project Manager	7,39,839	8,26,397	(86,558)
B.3	Trainers	7,47,419	5,61,290	1,86,129
B.4	Mobilization expenses	1,70,243	1,16,903	53,340
B.5	Employment and Self Employment Coordinator	2,98,666	3,33,621	(34,955)
B.6	Certification of trainees (Graduation Ceremony)	1,00,000	35,300	64,700
B.7	Branding, Communication and Promotion	50,830	32,310	18,520
B.8	Program Advisory	5,77,500	5,31,540	45,960
B.9	Local Travel, internet and Communications	1,79,307	2,27,912	(48,605)
B.10	Inter-State Travel	80,000	34,357	45,643
B.11	Printing, Stationary & Training materials	1,35,004	1,74,386	(39,382)
B.12	Job Fair	53,000	-	53,000
B.13	Exposure Visits	40,000	-	40,000
	<b>Sub Total</b>	<b>32,32,450</b>	<b>29,43,827</b>	<b>2,88,623</b>
<b>C</b>	<b>Program MEL</b>			
C.1	Project Monitoring & Impact Evaluation	60,000	-	60,000
	<b>Sub Total</b>	<b>60,000</b>	<b>-</b>	<b>60,000</b>
	<b>Project Implementation Budget (A+B+C)</b>	<b>47,81,675</b>	<b>47,83,511</b>	<b>(1,836)</b>

Organization Management	4,78,167	4,76,795	1,372
<b>Project Total Budget</b>	<b>52,59,842</b>	<b>52,60,306</b>	<b>(464)</b>
Fund Received	52,59,842		
Less : Expenses from Mar 2021 to Mar 2022	52,60,306		
<b>Balance as on 31st March, 2022</b>	<b>(464)</b>		
Date : 12th April, 2022			
 			
Sunil Seth Director, Finance & Accounts			

*Audited UC*

- Budget sheet of the project is attached in the Excel sheet.

## Snapshots



*Awareness meetings for SHG Formation & Linkages*

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*Industrial Visit and Market Linkages*



*Job Fair*

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*Honourable Chairman Visited the Padavi Skill Development Centre*



*Convocation Ceremony*

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