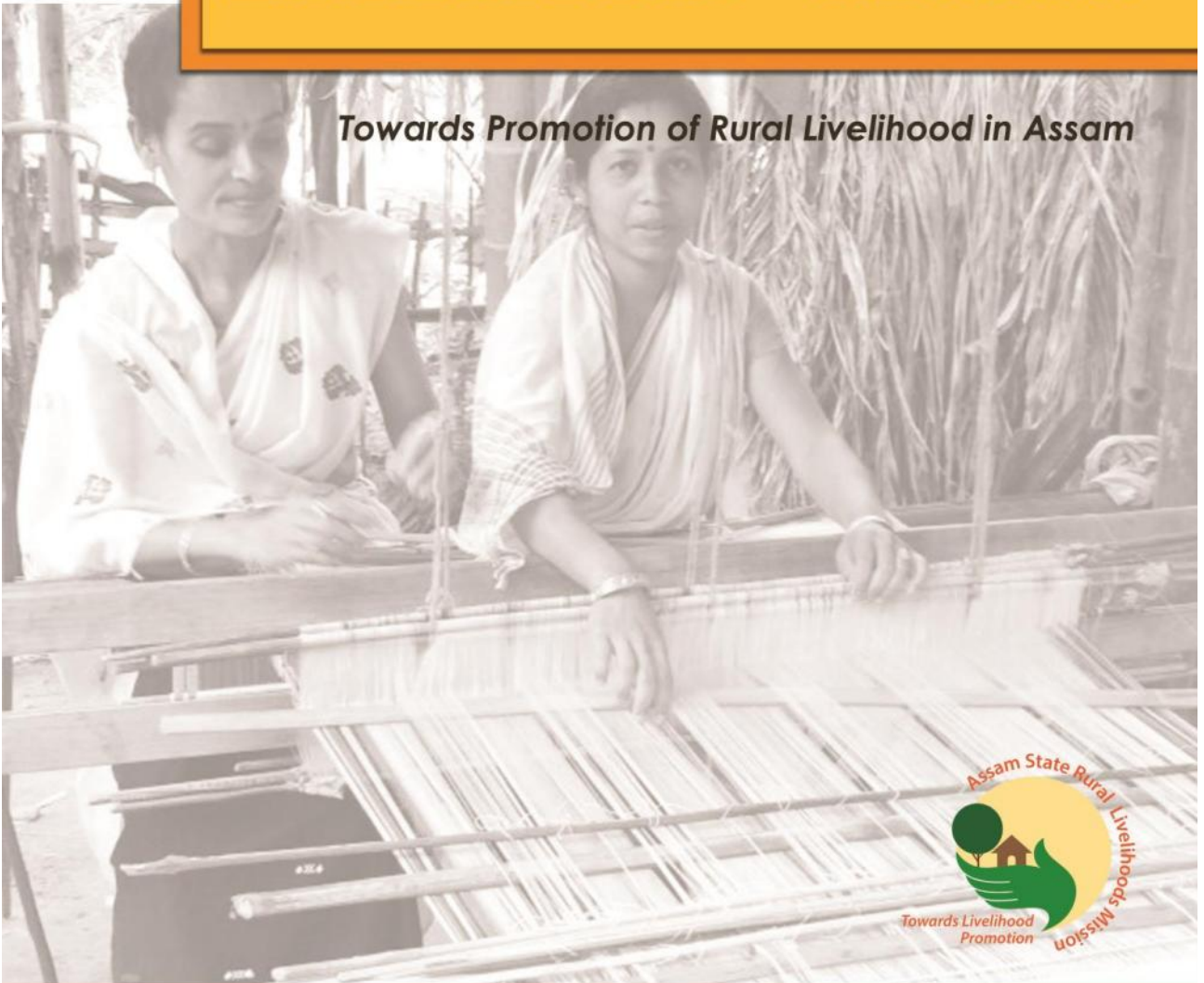




ASSAM STATE RURAL LIVELIHOODS MISSION



Towards Promotion of Rural Livelihood in Assam





INFORMATION BROCHURE



ASSAM STATE RURAL LIVELIHOODS MISSION

**Panchayat & Rural Development Department
Government of Assam**



VISION

- To strengthen livelihoods of the poor by -
- i Promoting SHGs and their higher levels of federation like Village Organizations (VOs) and Cluster Level Federations (CLFs) of Rural Women
 - ii Providing skill development and placement of youth for wage based occupations in different private/business organizations and imparting self employment oriented training.

MISSION

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

BACKGROUND

The Swarnajayanti Gram Swarozgar Yojana (SGSY), a centrally sponsored programme of the Ministry of Rural Development (MoRD), GOI, has been restructured as Deendayal Antyodaya Yojana -National Rural Livelihoods Mission (DAY-NRLM) erstwhile "Aajeevika".

Assam State Rural Livelihoods Mission (ASRLM) is implementing DAY-NRLM in Assam since 2011

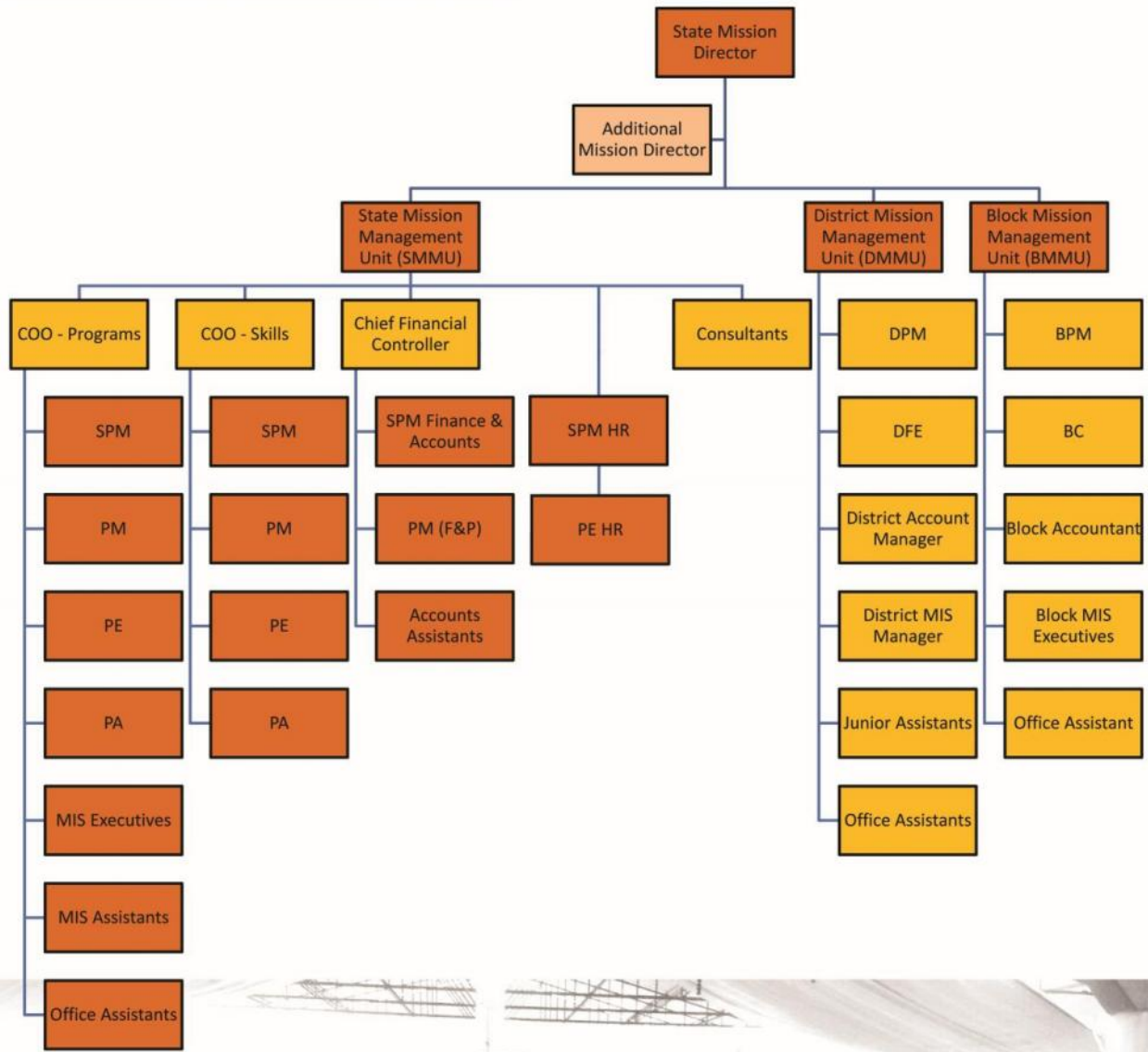
ASRLM envisages to encompass the entire gamut of social issues and to pave the way for the poor so that they become capable of coming out of poverty through universal social mobilization, forming and strengthening of Self Help Groups (SHGs) and their networks.

Three Pillars on which ASRLM works:

- 1 Enhancing and expanding existing livelihoods options of the poor
- 2 Building skill for the job market
- 3 Nurturing self employment and entrepreneurship.



ORGANOGRAM



DAY-NRLM (Deendayal Antyodaya Yojana- National Rural Livelihoods Mission)

A. Promotion (Formation and Revival) of Self Help Groups

- 1 The rural poor (women) are mobilized into Self-Help Groups (SHGs).
- 2 At least one member from each poor household is to be brought under the Self-Help Group network.
- 4 Poor are identified through PIP (Participatory Identification of Poor). The Gram Sabha authorizes the final list of poor in the village.
- 5 Special efforts are made to identify vulnerable and marginalized households – SCs/STs, single women and women headed households, disabled, landless, migrant labourers, isolated communities and communities living in remote, hilly and disturbed areas.
- 6 The SHG members are trained to manage their institutions, linking up with markets, managing their existing livelihoods, enhancing their credit absorption capacity and credit worthiness, etc.
- 7 ASRLM also promotes livelihoods collectives that help poor to enhance their livelihoods through deriving economies of scale, backward and forward linkages, and access to information, credit, technology, markets etc.
- 8 Community professionals like Community Resource Persons (CRPs), Master Book Keepers, MCP trainers; are being engaged for capacity building of SHGs and their federations.
- 9 ASRLM invests in building 'Social Capital' – like CRPs, Active women, Bank Mitra, Krishi Sakhi etc. who are crucial in making NRLM community driven and sustainable



B. Grant of Revolving Fund (RF) to Self Help Group (SHG)

- 1 After the SHG becomes 3 months old and have a Savings Bank A/C , Grading is done
- 2 Revolving Fund amounting to Rs 15000/ is given to eligible SHGs as corpus, to meet the members' credit needs directly and as catalytic capital for leveraging repeat bank finance.
- 3 SHGs practicing 'Panchasutra' (Weekly meetings; Weekly savings; regular inter-lending; Timely repayment; and proper book keeping)is a must for receiving Revolving fund



C. Grant of Community Investment Fund (CIF) to Cluster Level Federations (CLF)

- 1 CIF as Seed Capital to SHG Federations@ Rs.50,000/ per SHG is given after preparation and appraisal of Micro Credit Plans
- 2 This is to meet the credit needs of the members through the SHGs/VOs as per Micro Credit Plan (MCP) prepared by the SHGs, and also to meet the working capital needs of the collective activities at various levels.

D. Village Organization Start-up Cost

- 1 10-25 SHGs which have been formed at the village level federate within 6 months to form the Village Organization
- 2 A start-up cost is provided to the eligible VOs for initial operational cost required for setting up VO office. An amount of Rs.25000 only per VO is given as Start Up cost.

E. Credit Linkage Facilitation

As and when the SHG becomes 6 months old, ASRLM facilitates eligible SHGs for credit linkage in multiple doses. Services of community cadre like Bank Mitra/Sakhi are leveraged. Further, community-based recovery mechanism, committees, VO sub-committees on bank linkage and recovery of loans are established and made functional for ensuring timely 100% recovery.

F. Interest Subvention

- 1 Category I: All women SHGs can avail the loan at 7% , for the loan upto Rs. 3.0 lakh. They will also receive a subvention of additional 3% for prompt repayment (Nagaon, Jorhat, Dhemaji, Tinsukia, Sonitpur, Karbi Anglong, Hailakandi & Chirang)
- 2 Category II: All "NRLM compliant SHGs" will get subvention to the extent of difference between the lending rates and 7% for the loan upto Rs.3.0 Lakh . This part of the Scheme is operationalized by ASRLM

DAY - NRLM : Status Report Till March 2017

1 Total No of SHGs Promoted	:- 84881
2 Total No of SHGs received Revolving Fund	:- 58429
3 Total Amount received by SHGs as Revolving Fund (RF)	:- Rs.8345.05 lakhs
4 Total No of SHG received Community Investment Fund (CIF)	:- 22613
5 Total Amount received by SHGs as Community Investment Fund (CIF)	:- Rs. 10391.90 lakhs
6 No of Village Organizations (VO) formed	:- 4533
7 No of Cluster Level Federations (CLF) Formed	:- 90
8 Total SHGs Bank Credit Linked	:- 39617
9 Total Bank Credit Linkage Amount	:- Rs. 36891.60 lakhs

DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana)

- 1 Demand led skill training at no cost to the rural poor
- 2 Placement linked Skill development programme for the Rural BPL youth in the age group of 15-35 years
- 3 Training duration ranges from 3-12 months
- 4 Inclusive Program Design i.e. mandatory coverage of socially disadvantaged groups
- 5 Free teaching learning material, uniform being provided during the course of training
- 6 Industry exposure i.e. on the job training during the course of training
- 7 Post placement support for placed candidates.
- 8 Training centres are equipped with Geo tagged time stamped biometric attendance system for both trainer and trainee
- 9 Classes and labs are under CCTV surveillance
- 10 All programme activities are subject to well defined standard operating procedures.



Basic Information on PIAs operating in Assam under DDU-GKY

Sl. No.	Name of the PIA	Name of the trade approved	Duration of trade	Districts Approved
1	Apollo MedSkills Pvt. Ltd.	General Duty Assistant	3 Months	Kamrup, Nagaon, Sonitpur, Dibrugarh, Karbi Anglong, Lakhimpur, Jorhat
		Phlebotomy	3 Months	
		Pharmacy Assistant	3 Months	
2	Disha Education Society	BPO voice based training,	3 Months	Baksa, Barpeta, Dhubri, Golaghat, Kokrajhar, Nagaon, Sivasagar, Sonitpur, Tinsukia, Udalguri
		Sales Person (Retail)	3 Months	
		Junior Marketing Associate	3 Months	
3	Gram Tarang Employability Training Services Pvt. Ltd.	Sewing Machine Operator	3 Months	Jorhat, Bongaigaon, Cachar, Sonitpur, Barpeta, Dhemaji, Darrang, Dhubri, Dibrugarh, Goalpara, Golaghat, Hailakandi, Lakhimpur, Nagaon, Nalbari, NC Hills, Tinsukia, Udalguri
		Trainee Associate (Retail)	3 Months	
		Customer Care Executive	3 Months	
		Fitter- Fabrication	3 Months	
4	ICA EduSkills Pvt. Ltd	Accounting & Back Office Executive	3 Months	Jorhat, Golaghat, Dibrugarh, Sonitpur, Kamrup, Barpeta, Nalbari, Darrang, Morigaon, Dhubri, Sivasagar
		Trainee Associate (Retail)	3 Months	
		Housekeeper	3 Months	
		Beauty, Therapy and Hairstyling	3 Months	
		Front Office cum Receptionist	3 Months	
		Account Assistant using Tally	3 Months	
5	IndiCan Education Pvt. Ltd.	Customer Care Executive	3 Months	Barpeta, Bongaigaon, Cachar, Dibrugarh, Kamrup Metro, Sonitpur, Tinsukia, darrang, Dhubri, Goalpara
		Field Sales Executive	3 Months	
		Sales Associate	3 Months	
		Domestic Data Entry Operator	3 Months	
		Food & Beverage Service - Stewart	3 Months	
		Electrician	3 Months	
6	Inductus Consultants Pvt Ltd	Sales Person (Retail)	3 Months	Dhemaji, Lakhimpur, Sivasagar, Dibrugarh
		General Duty Assistant	3 Months	
		Plumber	3 Months	
		BPO voice based training,	3 Months	
7	Jagruti Foundation	Hospitality Assistant	3 Months	Kamrup, Morigaon, Karbi-Anglong, Goalpara
8	JIS Foundation	BPO Nonvoice	3 Months	Cacher, Karimganj, Nagaon, Sonitpur, Tinsukia, Kokrajhar, Baksa, Hailakandi, Lakhimpur, Dhemaji
		Basic Automotive Servicing	3 Months	
		Hospitality Assistant	3 Months	
		Driver cum Mechanic	3 Months	
		Integrated Course in Hair Skin and Make Up	3 Months	
9	NIIT YuvaJyoti Pvt. Ltd. Project-1	Trainee Associate (Retail)	3 Months	Barpeta, Nagaon, Jorhat, Kamrup
		CRM Domestic Voice	3 Months	
10	NIIT YuvaJyoti Pvt. Ltd. Project-2	Trainee Associate (Retail)	3 Months	Sivasagar, Dibrugarh, Golaghat, Sonitpur, Baksa
		CRM Domestic Voice	3 Months	

Contd.

Basic Information on PIAs operating in Assam under DDU-GKY

Sl. No.	Name of the PIA	Name of the trade approved	Duration of trade	Districts Approved
1	NISA Industrial Services Pvt. Ltd.	Security Guard	3 Months	Bongaigaon, Dhubri, Goalpara, Nagaon, Morigaon, Udalguri
		Housekeeping	3 Months	
2	Orion Edutach Pvt. Ltd.	Customer Care Executive	3 Months	Bongaigaon, Dhubri, Dibrugarh, Cachar, Jorhat, Karimganj, Sivasagar, Kamrup, Nagaon
		Food & Beverage Service - Stewart	3 Months	
3	Qess Corp Ltd.	Food & Beverage Service - Stewart	3 Months	Goalpara, Morigaon, Darrang, Chirang, Nalbari
		Sewing Machine Operator	3 Months	
		Sales Associate	3 Months	
		Technical Support Executive - Non Voice	3 Months	
		Kitchen Helper	3 Months	
4	Vidyajyoti Educational Society	Sales Person Retail	4 Months	Dibrugarh, Golaghat, Lakhimpur, Tinsukia, Nagaon, Nalbari, Jorhat, Sivasagar
		Housekeeper	4 Months	
		Accounting	4 Months	
		Hospitality Assistant HOS-705	7 Months	
		Hospitality Assistant HOS-701	7 Months	
5	Kapston Facilities Management Pvt. Ltd.	Security Guard	3 Months	Dibrugarh, Nagaon, Lakhimpur, Sonitpur
		Hospitality Assistant	3 Months	
		Housekeeper	3 Months	
6	Safeducate Learning Pvt. Ltd.	Warehouse Operator	3 Months	Kamrup, Nagaon, Baksa, Barpeta, Darrang
		Sales Person Retail	3 Months	
		Accounts Assistant using Tally	3 Months	
		Office Assistant	3 Months	
7	Markazul Ma'Arif	BPO voice based training,	3 Months	Dhubri, Goalpara, Nagaon
		Bedside Assistant	3 Months	
8	Indian Institute of Skill Development	CRM Domestic Voice	3 Months	Sonitpur, Sivasagar, Golaghat, Nagaon, Tinsukia
		Helper Electrician	3 Months	

The list is not exhaustive. PIA's are taken on board as and when required



DDU-GKY

Status Report Till March 2017

- 1 Total target for 2015-18 :- **78508 rural youths**
- 2 Total operational PIAs :- **18**
- 3 Total Training Centre Setup :- **37**
- 4 Total trainees trained :- **12458**
- 5 Total trainees offered job :- **8748**
- 6 Total trainees completed 3 months in job :- **2744**



Images showing various types of training for Skill development

Success Stories: SHGs-Torchbearers of Shining Assam



National Award winning self help group “DIPANDITA SHG” from Sapekhati Development Block, Sivasagar, is using modern technology for the production of tea plant saplings. Their annual profit is more than Rs.6 lakh. The Group has set an example for many others to follow.



A Village in Dhemaji has earned the name of “Egg Village” wherein a Village Organization named Mulagabhoru Gramya Sangathan comprising of 13 SHGs came up with an initiative of expanding their livelihood through poultry. In the Village each SHG member has at least 20-25 numbers of hens which could be an ideal source of income for them. ASRLM coordinated with Veterinary Department and provided training to them on scientific poultry production and management. The SHG members presently have a Hatchery unit and each member earns Rs. 10,000 to 15,000 on an average per month.



Success Stories: SHGs-Torchbearers of Shining Assam



SWABHIMAN SHG of Karbi Anglong makes handcraft products of water hyacinth which are not only beautiful but also durable. Realizing its potential, the SHG started their livelihood venture with water hyacinth products. ASRLM helped them to channelise markets for their finished products. These products are sold in the local market as well as outside Assam.



In order to reduce the MMR & IMR in tea garden areas of Assam, ASRLM initiated the Special Project of establishing 'Bagan Bazar'. Under this project, 'Baba Bhola Nath SHG' of Birjhora TE, Dangtol runs the shop and provide nutritious food items along with other grocery items. It is now also a hub for sale of other SHGs' products with a Customer Service Point in collaboration with Assam Gramin Vikash Bank.

Snapshots of SHGs



Snapshots of DDU-GKY Trainees



Success Stories: Torchbearers of Shining Assam



Rajiv Deka hails from a humble background of Dolonghat, Nagaon who completed his training from Kapston Facilities Management Pvt. Ltd. under DDU-GKY project. He is a Higher Secondary pass student who completed his training in F&B Services. After the completion of training he joined "Barbeque Nation-Mumbai".

Bulsumi Gogoi is from Kaliapani from Jorhat, completed her training from Orion Edutech and is currently working with "Anjaybee Infotech". She started her training after marriage as she wanted to support her husband financially instead of becoming a burden. She becomes an example that it's never too late to start your career.



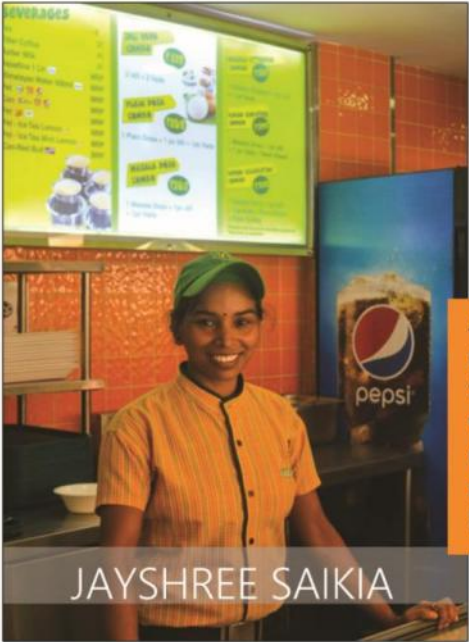
Haren Das joined Fashion Big Bazar(FBB) after completing his 3 months retail training in Indiacan Education Pvt. Ltd. He is working with FBB as an Assistant Cashier. Haren Das told with determination in his eyes that one day he wants to get promoted to 'Store Manager', with his hard work and dedication.

Success Stories: Torchbearers of Shining Assam

Reema Mali has been working with Intelnet Global(Serco Global Services) from June, 2015. After completing her training in ITES from Orion Edutech, Reema started working with Intelnet and is continuing to work there.



REEMA MALI



JAYSHREE SAIKIA

Jayshree Saikia is a resident of Darrang district who completed training in 'Hospitality domain', under the PIA 'Indiacan of DDU-GKY' project. Today she is working in a restaurant named 'Vangoo' near Gopinath Bordoloi Airport, Guwahati. The contented smile on her face reveals the story of her accomplishments.

Vivanta by Taj is a well renowned name in the hospitality sector across the world and to be associated with it is a matter of immense pride. Having completed their training from Kapston Facilities Management in Housekeeping trade, the candidates got a chance to work with Vivanta by Taj and transform their dream into reality.



NABAJIT MUDO JIKKI THAPA ANUPAM BORA BINOD TAYE (FROM LEFT TO RIGHT)

Success Stories: Torchbearers of Shining Assam

Namita Das completed her training in Hospitality from Indiacan and is now working in KFC, Airport, Guwahati.



Malin Teronpi is a resident of Diphu, Karbi Anglong. Losing her father at an early age it was a herculean task for her family to make the ends meet. Having heard of DDU-GKY training and placement program she found new hope. Malin competed her training from Apollo Medskills as General Duty Assistant and on successful completion of her training she joined the Adopire Home Health Service as Nursing Aide. Malin Teronpi is very grateful to DDU-GKY as she is now able to support her family and build a better life for herself and her family.

Radhika Sutradhar, from Goalpara is currently working in Sharda Hospital, Greater Noida, NCR as General Duty Assistant. She completed her training as a Bed Side Assistant from Markazul MaArif, Hojai.



Success Stories: Torchbearers of Shining Assam



Dipankar Nath is working with “Arohan Microfinance” as ‘Data Entry Operator’. He is a graduate by qualification and no stones unturned to make his dream turn into reality. He took the first step in the path of success by joining DDU-GKY under ICA Eduskills and completed training in Accounts domain. Today his entire fraternity doubles with joy when they see the change in him and watch him proceed towards proserperity.

DIPANKAR NATH

Sikhamoni Devi who hails from a small village in Raha, Assam took training under DDU-GKY as a Customer Care Executive from Orion Edutech Pvt. Ltd. She is currently working in Intelnet Global Services, Guwahati as a Call Centre Executive.





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