

ANNUAL REPORT

2018-19



TOWARDS
LIVELIHOOD
PROMOTION



ASRLM PROFILE





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.

VISION:

To strengthen livelihoods of the poor by-

- Promoting Self Help Groups and their federations like Village Organization (VOs) and Cluster Level Federations (CLF) of the rural women.
- Providing skill development and placement of the youth for wage-based occupation in different private and business organizations and imparting self-employment-oriented trainings.

OUR IMPACT:

Assam State Rural Livelihoods Mission (ASRLM) has been relentlessly working towards empowering of the rural poor particularly women. In last seven years of its existence ASRLM has been able to reach out to over a 2435199 lakh households in the remotest geographies of 33 districts. By bringing rural women to the self-help group fold and making strong grass root institutions ASRLM has been able to produce several success stories of women who have been able to overcome all obstacles and make significant contribution to the society. Members of SHGs promoted under ASRLM are able to develop positive self-image, enhance self-esteem and confidence and articulate themselves with confidence and acknowledge themselves. ASRLM envisions that women should come together to raise their demands, access rights and entitlements and leverage resources. The focus has to be on developing capacities to attain social, economic and political empowerment and that women are able to achieve freedom in all respects, both in the private and public spheres. The Community Based Organization, promoted under ASRLM like Village Organizations (VO) and Cluster Level Federations (CLF) have been capacitated to work collectively for the overall development of their village covering indicators of health, education, nutrition, sanitation etc.

The Financial Year 2018-19, was a remarkable year in the history of ASRLM as a lot of livelihood projects were implemented in a structured approach for the betterment of the livelihoods of women. The year left behind foot-prints of recognition on how a Mission can change the lives and mindsets of rural masses through a SHG movement.

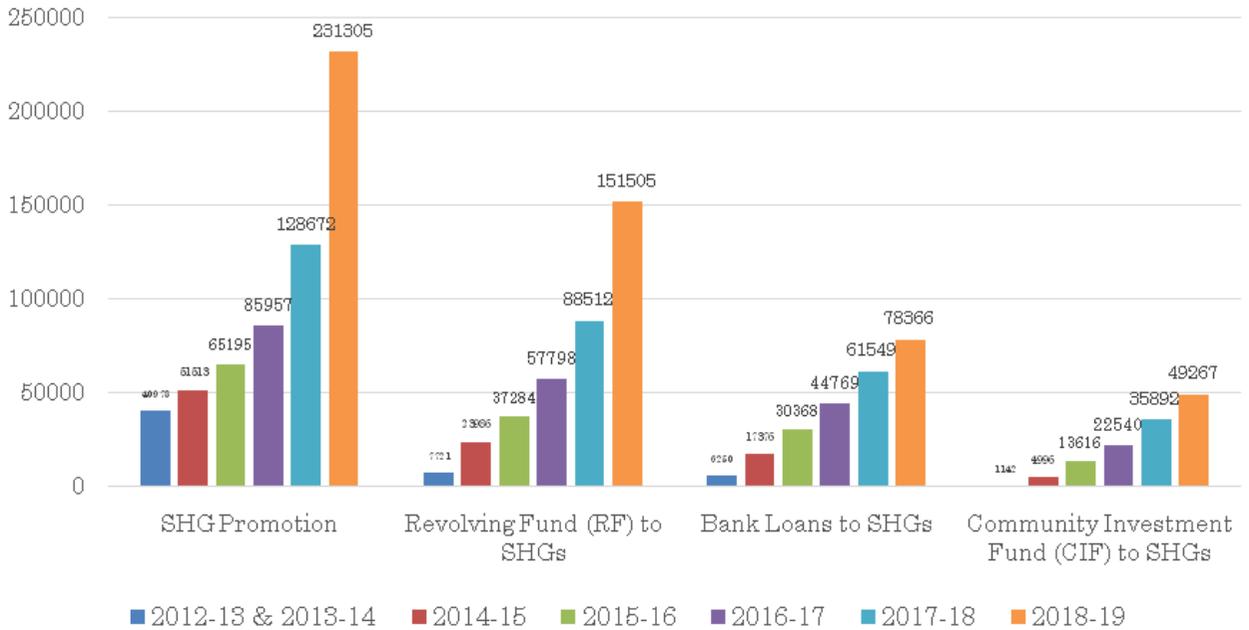


TARGET VS ACHIEVEMENT: FY-2018-2019

SN	Particulars	Achievement of FY 2018-19			Cumulative Achievement
		Target	Ach.	% of Ach.	
Outreach & Social Mobilization					
1	Intensive Districts (Nos.)	9	9	100%	33
2	Intensive Blocks (Nos.)	71	71	100%	219
3	Nos. of Villages	5874	8564	146%	20140
4	Nos. of households	672430	1096394	163%	2435199
5	SHGs promoted (Nos.)	59978	104215	174%	231306
6	Village Organizations promoted (Nos.)	835	3454	414%	9348
7	SHGs holding membership in VO (Nos.)	15776	57804	366%	131162
8	Cluster Level Federations promoted (Nos.)	44	92	209%	250
Capacity Building					
9	SHG provided basic training (Nos.)	49856	68493	137%	167926
10	SHG Book Keeper training (Nos.)	59978	70785	118%	167638
11	VO provided basic training (Nos.)	1025	3672	358%	8312
12	VO Book Keeper training (Nos.)	2679	4639	173%	8125
Financial Inclusion					
13	SHGs provided Revolving Fund (RF)	35826	73150	204%	151505
14	Amount of RF provided to SHGs (in Rs. Lakh)	5374	10479	195%	21418
15	SHGs provided Community Investment Fund (CIF)	13418	15908	119%	49267
16	Amount of CIF disbursed to SHGs (in Rs. Lakh)	6709	7954	119%	30246
17	SHGs Credit Linked (first as well as repeat credit linkages)	22900	18614	81%	81087
18	Amount of bank credit disbursed by Banks (in Rs. lakh)	18500	14756	80%	72550
Livelihood					
19	SHGs members covered under Farm Livelihoods	49900	49900	100%	440900
20	SHGs members covered under Non Farm Livelihoods	5315	5315	100%	79315
21	No of Community Cadres i.e. Krishi Sakhi & PashuSakhi Trained	2400	2114	88%	2986
22	No of SHGs members trained on Basic Livelihoods, Farmers' Field School & PashuPathshala	283500	285743	101%	484889



Year wise Physical Achievement Under DAY-NRLM





SNIPPETS 2018-19



1. REWARDING ACCOMPLISHMENTS UNDER DAY-NRLM AND DDU-GKY:

In a Significant development in the journey of ASRLM , recognition of its efforts came in the form of two National Awards under both DAY-NRLM and DDU-GKY. ASRLM bagged the National Award as Best performing State for 'Institution Building and Capacity Building' under DAY-NRLM in the FY 2017-18. Under DDU-GKY programme also ASRLM has bagged 1st prize in Category (North East States and Hilly Region States) at National Level.

ASRLM also takes pride in mentioning that in the last two years Ministry of Rural Development, Govt. of India has conferred National Award to three Self Help Groups (SHGs) under Assam State Rural Livelihoods Mission (ASRLM). Each SHG received a prize money of Rs.1,00,000/- along with a citation.

The Awards were handed over by the Union Minister, Rural Development and Panchayati Raj Sri Narendra Singh Tomar to State Mission Director, Nandita Hazarika.





2. KANAKLATA MAHILA SABOLIKARAN ASONI LUANCHED AND IMPLEMENTED:

The first day of April 2018 marked the launch of 'Kanaklata Mahila Sabolikaran Asoni' (KAMS) by Hon'ble Chief Minister, Sarbananda Sonowal in the presence of Hon'ble Minister Finance, GoA, Sri Himanta Biswa Sarma and Hon'ble Minister, Panchayat and Rural Development, GoA, Sri Naba Kumar Doley. Kanaklata Mahila Sabalikaran Asoni is an initiative of the of the Govt, of Assam with the noble aim of Empowering Women by forming Self Help Groups and capacitating them on the path of sustainable livelihood. Under this scheme financial grant of Rs.25000/-is given to new SHGs and Rs.10,000/- is granted to old SHGs under NRLM that has already received Rs.15000/- as Revolving Fund. The scheme aspires to boost the confidence of rural women to take up measures for their economic development and reduce the poverty and unemployment problems they face in their daily lives.

In the Financial Year 2018-19, a total of 1,09,857 SHGs received Rs. 10,000/- each under KAMS and 43,974 SHGs received Rs. 25000/- each, taking the total to 1,53,831 SHGs and a total amount of Rs.219.80 Cr.





3. GRAM SWARAJ ABHIYAN-JEEVIKA AUR KAUSHAL BIKASH DIBOKH:

Assam State Rural Livelihoods Mission celebrated 'Aajeevika Evam Kaushal Vikash Diwas' (Jeevika Aru Kaushal Bikash Dibokh) under the 'Gram Swaraj Abhiyan' campaign of Government of India on 5th May 2018. "Gram Swaraj Abhiyan" was a campaign announced by the Hon'ble Prime Minister Sri Narendra Modi to Promote social harmony, spread awareness about pro-poor initiatives of government, reach out to poor households to enroll them as also to obtain their feedback on various welfare programmes. The campaign was undertaken under the name of the "Sabka Sath, Sabka Gaon, Sabka Vikash".



4. POSHAN MAAH-NATIONAL NUTRITION MONTH

The month of September 2018 was declared as 'National Nutrition Month - POSHAM MAAH' by the Govt. of India. In Assam, POSHAN MAAH was celebrated across the state by conducting SHG and Village Organization Meetings. The SHG members took out village level Rallies - POSHAN RALLY. In connection with 'Poshan Maah', ASRLM in collaboration with UNICEF, Assam organized four regional workshop and one State workshop on Building capacities of Women's collectives and strengthening Multisectoral Convergence on Nutrition, Nutrition Linked Livelihoods and WASH.



5. POVERTY REDUCTION PLANNING (DEMAND PLAN) FOR GAON PANCHAYAT AND DEVELOPMENT PROCESS (GPDP) PROCESS.

In order to orient SHG members and their federation on Gram Panchayat Development Plan (GPDP) and to encourage them to participate in Gaon Sabha, orientation and capacity building training were held for officials of BMMUs/Jeevika sakhis/VO Social Action Committees (VO SAC). After the training each VO prepared their Demand Plan in consultation with all SHG member households. During Gram Sabha



meeting, respective SHG federations presented their Demand Plans for incorporation in GPDP of their Gram Panchayat for FY 2019-20 followed by approval of the Gram Sabha.

6. ASOMI- TRADE MARK OF SHG PRODUCTS LAUNCHED:

Assam State Rural Livelihoods Mission (ASRLM) had long felt the need to brand SHG products under a BRAND NAME, so that products made by the SHGs in Assam are easily identifiable. Therefore, in search of a brand name, ASRLM



organized a competition amongst the State, district and Block Level Staff of ASRLM. A Committee was constituted for selecting the name and after due deliberations, ASOMI was selected and trade mark registration of the same was attained. ASOMI – is an amalgamation of alphabets A- Atmo SO- Sohayak, M- Mahila Gootor I- Identity (Porichoy). In the inauguration event of SARAS Fair 2018, ASRLM formally launched the BRAND NAME – ASOMI.

7. SARAS FAIR 2018:



The “Sale of Articles of Rural Artisans Society” in short (SARAS) is a distinctive initiative which aim at providing the platform to the rural artisans, to showcase their skill & products, raise awareness amongst urban customers on rural livelihoods initiatives and also develop a market link. Assam State Rural livelihoods Mission (ASRLM) organized two SARAS Fair in 2018-19 in Dibrugarh and Guwahati. In the two SARAS fair business of a total of Rs.3.22 Cr. was generated.

8. “AAIDEUR CHORA”-AWARENESS ON VOTER EDUCATION AND ELECTORAL PARTICIPATION

The maturity and efficacy of democracy in a country like India largely depends on the participation of women and their engagement in electoral processes. This remains not only in terms of equality and freedom with men, but also in terms of liberty and space provided for women in the democratic framework of electoral politics.



Systematic Voters’ Education and Electoral Participation program, better known as SVEEP, is the flagship program of the Election Commission of India for voter education, spreading voter awareness and promoting voter literacy in India. SVEEP’s primary goal is to build a truly participative democracy in India by encouraging all eligible citizens to vote and make an informed decision during the elections.

As mark from the history of electoral participation in previous rounds of elections in Assam and learning there of a major component of SVEEP was introduced as “আইদেউৰচ’ৰা (Aaideur Chora)” for the forthcoming Lok Sabha Election 2019. “Aaideur Chora” is undertaken by the office of Chief Electoral Officer, Assam in collaboration with Assam State Rural Livelihood Mission (ASRLM). The objective is to remove gender gap in polls and to sensitize rural women and identify Persons with Disabilities (PWDs) for accessing their ‘Ethical Vote’.



Assam State Rural Livelihoods Mission (ASRLM) is a registered body under the Society Registration Act XXI of 1860 formed with objective of improving the livelihoods of targeted households in order to change the economic scenario of rural areas of the State. ASRLM is targeting to mobilize the rural poor households, particularly the women, into an effective community-based organization. In the last seven years of its existence, ASRLM has been able to reach out to over 24 lakh households in the remotest geographies of the State and firmly establish itself as an institution for the rural poor and reducing barriers to access for women. Besides strong Community Based Organizations in the form of Self-Help Group (SHG), Village Organization (VO) and Cluster Level Federation (CLF), ASRLM has developed around 4822 JeevikaSakhis/Community Resource Persons from the community itself for continuous handholding of these SHG members.

“Aaideur Chora” initiative commenced with series of Orientations to district and block staff of ASRLM and concluded with orientations to Community cadres/JeevikaSakhis. This followed with identification of ‘Village Ambassadors’ as ‘Chandraprabha Baideo’ amongst cadres/SHG members; who spread out the message of voter education and electoral participation among masses. More than 2870 Chandraprabha Baideo are relentlessly engaged in Aaideur Chora in every nook and corner of villages of Assam.

More than 3100 massive Awareness Campaigns with poster and distribution of leaflets on Voting Rights amongst prospective voters especially targeting the women mass to the last mile possible held. The objective was to popularize '1950' Helpline number and NVSP portal www.nvsp.in, Electoral Literacy materials like forms, guidelines, rules and regulations among female voters. The CEO designed and distributed আইদেউৰ হাতপুথি (Aaideur Hathputhi) amongst Chandraprabha Baideos for first-hand information on other facilities introduced by CEO Assam. They also facilitated SHG members to the Help Desk positioned at GP Offices, Cooperative Societies etc. to verify their names, go through electoral rolls and make corrections, if needed.

More than 2550 'Mahila Voter Rally' organized Gram Panchayats/ VCDC where more than 110880 women and 23000 elderly people sensitized. Around 11000 PWDs identified by the Chandraprabha Baideos uptill now.

Observing the massive response in rural areas, "AaideurChora" initiative has certainly been able to sensitize the women mass who will definitely take part as an responsible citizen in the coming Lok Sabha Elections in Assam that is going to be held in three phases on April 2019.





UNSUNG HEROES





EXTRAORDINARY WORK OF AN ORDINARY WOMAN

INITIATIVE: CHILDREN HOME ,
NAME: AMBIKA THAPA, SHG MEMBER
 AKOTA SHG
BLOCK AND DISTRICT:
 LUMBAJONG, KARBI ANGLONG



Ambika Thapa is an ordinary woman, born in the year 1983 at Dhansiri Nepali Basti, eldest in a family of 5 siblings, studied till call Class X in a local English school and later pursued her Bachelors in Theological Sciences from Kathmandu. However, what she has done in her life is nothing ordinary. It is the story of a woman with a mission, taking into her fold abandoned children and running an orphanage aptly named “Mission Concern”. ASRLM is privileged to introduce her to our readers as she is a member of Akota SHG and Khasmai VO of Lumbajong Block of KarbiAnglong district.

Since 2008 Ambika has adopted a number of children, some of whom were orphans and others victims of ethnic riots. Initially, her journey with children started when she gave free home tuitions to the students of her village and also arranged extracurricular activities like sports, action songs etc. Her innate interest and love for children brought about a bonding which was extraordinary. Much later, she started a Children Home for the poor abandoned children, children of ethnic riots etc, in order to give them a better future.

Ambika and her pastor husband not only provides shelter to the children, they clothe them and provide them with food and education. Initially, she faced lots of hurdles to fulfill the basic needs of the children but her passion to work drove her to cross all hurdles. She sends the children to both local government schools and the seniors to Don Bosco school, which provides a 50% waiver on school fees due to the efforts of the SHG and VO.





With the support of her maternal family, neighbors, villagers etc she continued her journey with the children and today has registered her Orphanage with the name Mission Concern.

Ambika Thapa, as a member of Akota SHG took internal loans from the Revolving Fund and Community Investment Fund for her livelihood activities viz Piggery, Paddy cultivation and kitchen garden. Through these livelihood activities she managed to earn a satisfactory income which enabled her to feed and clothe the children and also repay off her loans. Seeing her good work, well-wishers, the Nepali Baptist Association, NGOs, Khasmai VO etc also supported her with donations, both cash and kind, enabling her to continue with the running of the children's home. For the House construction (Hostel) of the orphanage, Akota SHG gave Ambika a loan of Rs 2.00 lakh in July 2018 with which she has been able to build a three-room premise for sheltering the children. Today, it is heartening to see members of her SHG working in the orphanage as cooks, caregivers etc. Till date she has 32 children in her orphanage ranging from a day-old baby to children upto 18 years of age. With the registration of the orphanage, the babies are also given for adoption as per rules and two children have already been adopted and three more are in the process of adoption under the State Adoption Resource Agency (SARA).

With the minimum infrastructure that she could provide, Ambika Thapa has been able to bring smiles in the faces of the children and give a positive shape to the future of these children who would have been otherwise left alone -unattended and uncared. With the registration, the Home has now become an official adoption agency. Mission Concern is different from other CCIs. It is not like a hostel or a ward. It is a Home where the children are on an equal footing, both in terms of love and care. "Being a mother to all the children is a satisfying experience" says Ambika.

INITIATIVE: ARUNODAYA DEAF AND MUTE SCHOOL**NAME: RASHIDA BEGUM, SHG MEMBER, JONAKI SHG****BLOCK AND DISTRICT: BARKHETRI, NALBARI**

Rashida Begum, aged 38 years is a member of Jonaki SHG and Arunodaya VO of Bonpura village. She is married to Abdul Wahad, a defense personnel, and is blessed with two sons viz Ruhul Amin Sarkar (now 21) and Asif Iqbal (now 14).



Asif Iqbal, the younger son was born with a hearing loss and hence unable to speak. The doctor declared the boy as deaf and mute and advised the parents to admit him to a special school instead of a regular school. But this was easier said than done! Rashida faced various hardships of enrolling her child in a special school - she ran from one institution to another, but unfortunately such special schools were limited and those that existed were without hostel facilities. Rashida returned in despair but she did not give up. Her motherly love and commitment to give her disadvantaged child an education prompted her to start a Deaf and Dumb School for her son and other such disadvantaged children of Barkhetri Block, Nalbari. In this effort she was fully supported by her husband and they named the school Arunodaya Deaf and Dumb School.

Though Rashida was firm on opening the Deaf and Dumb school, she had neither the knowledge nor the experience of running or managing any institution. She therefore approached and was helped by Bani Deaf Children Foundation, an NGO of Nalbari town which provides training to both children as well as their guardian on special education free of cost.

With the support from the community Rashida was able to take a plot of land on lease for her dream venture. As a member of Jonaki SHG and Arunodaya VO she took a loan of Rs 50,000/- each from RF & CIF and a Bank loan from UCO Bank amounting to Rs 1.00 Lakh. This provided the base capital for Rashida to start her venture. Her noble venture was supported with great interest by the

community and they even contributed for the school. The NGO with which she was associated with gave her all the technical know-hows on running a special school and infrastructural backup. She was also able to get the support of two trainers for her school on voluntary basis. But as a special gesture Rashida ensures that they are provided a lump sum amount during festivals. Her husband also contributes half of his salary every month to run the school.

As her initiative gained prominence, parents of other such disadvantaged children brought their wards to her school. Today there are 65 disadvantaged children ranging from 5 years of age to 15 years of age in Arunodaya Deaf and Dumb School. She also runs a hostel for 20 such disadvantaged children. Presently she has a staff of 5 teachers and Rashida herself undertook a two years basic training to teach these special children.



Rashida charges Rs.500/- as admission fees and a very minimal amount as monthly fees. But, many of the parents of these children are either daily labourers or engaged in petty works, making it difficult for them to bear the costs. Therefore, empathizing with their situation Rashida exempts them from the monthly contribution.

In spite of all the bottlenecks, Rashida plans to scale up her school viz the infrastructure and provide better lodging facilities. Arunodaya Deaf and Dumb School is a non-profit making institution. It is a mother's dream of providing her child and many of his kind a better education and hope for the future. Rashida thrives for more and is optimistic that her efforts will bear fruit and she will be able to garner the necessary public and private support in her noble venture.

INITIATIVE: SUNRISE -A TUTORIAL CENTRE
NAME: PRAGATI VILLAGE ORGANIZATION
BLOCK AND DISTRICT: DHEMAJI, DHEMAJI



Community Based Organizations promoted under ASRLM like Village Organizations and Cluster Level Federations have been capacitated to work collectively for the overall development of their village covering indicators of health, education, nutrition, sanitation etc. Education is a fundamental human right. Standard of education that a student receives in certain pockets of rural areas leads much to be desired. In fact, many at times students face problems in updating with a wholesome knowledge. Proper guidance and special assistance to poor students is required so that the students can overcome these challenges.

In order to meet the educational needs of many children of Guwalchapori Village of Gohain Gaon GP of Dhemaji Development Block, educated SHG members of Pragati Village organization under Birangana South Cluster Level Federation came together to open a Tuition Centre which started from 15th March 2018 in the name of SUNRISE -A tutorial centre . The 3 SHG members, two of whom were Post Graduates and one Graduate took up the noble effort of teaching the students of Class VI to Class X in English, Mathematics, Advance Mathematics and General Science in batches. The names of the SHG members who takes the classes are Neeta Rani Das, Deepamoni Barua and Neha Borgohain. They were of the opinion that if they could teach their own children and make them score better grades in exams they could also impart the same knowledge to many more of their village.



The Village Organization contributed an amount of Rs.10000/- for procuring desk , bench , Boards etc and took a room on rent from a fellow villager to start the Tuition Classes . Since all the students belong to a economically poor background no fees was demanded initially, but as it gained recognition and students became benefitted the parents contributed a minimal amount with Rs.100 per student per month. The tuition center runs in batches starting early morning from 5.30 AM and also in evening hours from 4.00 PM. With the initiative of Pragati Village Organization SHG members are able to generate revenue as well as empower the children of the village with knowledge and preventing school drop-outs. After its initiation since a year Sunrise Tutorial Centre is able to benefit more than 100 village children till date.

UNSUNG HEROES





LIVELIHOODS





ASRLM'S TARGETED INTERVENTIONS TO BRING A CHANGE IN THE LIVES OF SHG WOMEN

"Give a man a fish, and you feed him for a day, Teach a man to fish and you feed him for a lifetime"

Women of rural India bear the large potential and are the real catalyst towards change. But majority of rural women suffers from multi-faceted poverty - economic poverty, information poverty, technological poverty, skill poverty etc. This is often fuelled by the discrimination faced by her in the society. She is the caretaker of the children of the family, the elderly of the family but unfortunately has hardly any say in the economic decisions of the family. Empowering them is essential, not only for the well-beings of individuals, families and rural communities, but also for the overall economic development of the country. ASRLM intervenes in this vulnerable sector taking care of the rural women by up-scaling their knowledge in different fields and helping them in earning a dignified livelihood on their own.



“Mahila Kishan” till date is almost a utopian concept as there is little land holding in the name of “Mahila Kishan”. If women farmers had the same access to resources as men, the number of hungry people in the world could be reduced by upto 150 million in the whole world (Research by food tank.com). ASRLM has intervened in such a way that the capacity of the SHGs are built and women have learnt and tried various innovative measures apart from the normal agricultural activities like Systematic Rice Intensification (SRI) cultivation. One of such innovative ideas is the floating vegetable garden implemented in the largest river island “Majuli” to fight against all odds during the monsoon season. The hitherto abundant weed “Water Hyacinth” is also converted as the vegetable bed by the “Mahila Kishans” in an experimental basis. Organic Agriculture is the need of the hour. It is a mixture of tradition, innovation and science. But unfortunately, as per research only 1.4% farmland of the entire world is under organic cultivation. ASRLM has started this project with 2500 numbers of beneficiaries in the virgin land of West Karbi Hills with an aim to bring the traditional practices of agriculture back to the region.



MEDICINAL & AROMATIC PLANT & HOMESTEAD GARDEN



Assam exhibits a wide range of topography and climate, which has a bearing on its vegetation and floristic composition. With the rise in numbers of people believed in alternate medicines, there is a growing demand today for plant-based medicines, health products, pharmaceuticals, food supplements, cosmetics etc. in the international market. However, many of these due to over-exploitation have become rare, threatened and endangered ones. Keeping the diversified flora and fauna alive for the future generations and taking the international market of alternate medicines ASRLM has started a value chain project of Medicinal & Aromatic plant with 6000 beneficiaries in 6 different locations in the lower and middle Assam. While doing this, ASRLM has also taken advantage of the homestead gardens readily available in every household of Assam and teaches them to grow spices and vegetables which can earn them a good profit without much investment.

HYDROPONICS & POLY-HOUSE FARMING

Agricultural farming without using technology does not result much yield. But technological dearth in the rural Assam is a serious concern for “MahilaKishans”. Moreover, flood is a normal phenomenon of the state of Assam which devastates the rural agricultural scenario for several months. To overcome this ASRLM on a pilot basis has introduced new system of agriculture like the Hydroponics system and low cost poly house farming. Hydroponics is first of its kind in the entire North East India. The benefit of Hydroponics is multiple. 16 members of a SHG will be implementing the project in the Rani Development Block in a pilot basis. The success of this project is indubitably revolutionize the agricultural scenario of the entire North East. Poly-House Farming increases the yield of produce upto 10 times the origin and less risk oriented. A total of 3150 SHG members under 21 blocks are projected to be benefitted from the project.



MUSHROOM FARMING



Like all other rural communities, Assamese rural women also are negligent towards having nutritional value in their daily consumption of food, resulting in poor health. ASRLM has introduced the Mushroom cultivation with rural SHG women with the two-pronged objective of meeting the nutrition deficit and providing livelihood opportunity. 200 farmers have been taken up under the Mushroom Development Project in Demoria and Chandrapur Block and with its success the new projects have also been introduced in other parts of Assam



HILLBROOM, MAIZE & PINEAPPLE CULTIVATION



The variety of geographical flora and fauna of Assam implies various livelihood opportunities in different parts of Assam. One such product is collection of hill broom in the Karbi Hills and value addition to the produce for fetching higher income. From the inception of the project since September 2017 and an income of Rs 1.05 cr has been generated. The fact that hill broom does not need more than 3 months of a year, ASRLM has now designed the project in an integrated approach by taking up maize and pineapple cultivation and fishery harvesting by the same 2000 numbers of beneficiaries. To its claim ASRLM can proudly declare the credit of registering the first women PRODUCER ENTERPRISE of Assam namely “Karbi Hills Mahila Farmers Producer Company Limited”.





Now a day, more than ever before, it is important to treat our planet with respect in terms of waste management. The waste can be taken care of in such a manner that the earth can also be healthier and happier. ASRLM has taken an initiative to recycle and re-use the Solid Waste of daily household consumption and recycle the waste in a more productive way in the Panbari GP of Chandrapur Development Block. Each household were provided waste assimilators and introduced to organic farming from the micro bial wash /vermi wash that was generated from the assimilators.

For the same reason Apiculture or Bee-Keeping is also important for it provides necessary pollination. 360 numbers of SHG members who have chosen apiculture as livelihood option were equipped with a 3 days training with the Indian Institute of Entrepreneurship, Guwahati to teach them the scientific way of doing apiculture.



Livestock rearing plays an important role towards boosting the household income and are the main assets of rural women of Assam from time immemorial. Generally, the income received from selling the livestock (piggery, poultry, duckery etc) is retained with the woman of the household. Piggery is one of the booming livelihood activities of rural women. The North-East together consumes the highest amount of pork meat in the country. Automatically, the need arises for its production. ASRLM has planned for both the backward linkage and forward linkage of piggery value chain project. At present more than 4500 rural women are engaged with the piggery activities and they have been introduced to poultry variety of BV380. Till March 2019, 11,334 nos. of poultry birds have been distributed among 227 beneficiaries of 4 blocks under ASRLM. Result is the production of 1, 44,034 numbers of eggs with an income of Rs. 5, 79,192/- only in a single month. Fishery needs no introduction. In several parts of Assam (especially in the low land areas) it is a blessing for households to have a small pond in the backyards. But scientific rearing of the fish is a challenge. Thus, ASRLM have started a project with 1,258 numbers of beneficiaries with special focus in the Biswanath and Barak Valley. During the FY 2018-19, a total of Rs. 2, 75, 64,232/- only have been earned by the beneficiaries.



HANDLOOM



Though Assam is agro based economy, the scope of rural women for earning livelihoods in non farm sector is increasing. Some of the commonly seen practices are handloom, food processing etc. The purpose of weaving for Assamese women is both for self and market. In every rural household of Assam, a loom is a mandatory scenario. With the changing time the looms started disappearing from the backyard of rural households. ASRLM has therefore taken several initiatives for handloom Intervention in different areas. Bamboo Looms have been developed by using locally available bamboos for the economically weaker individuals. ASRLM is trying to uplift the traditional practice of handloom through improvised “Maina Automatic Xaal” which has a larger weaving capacity and better business prospects. Moreover, due to lack of product variation and skill updation, the business viability of the products from Assam looms has reduced. Hence, ASRLM has taken up several initiatives like “Development of Handloom Value Chain”, “Enterprise promotion in Kurabhaha Handloom project” where the skill development programs were taken up and common facility centres were established. During the FY 2018-19, a total of Rs. 79, 93,157/- have been earned by more than 787 weavers under the Handloom project of Dhakuakhana and Ujani Majuli block.



WATER HYACINTH



“Meteka” or water hyacinth is always a topic of research for making something useful out of it. ASRLM has tied up with NEDFI, the flag bearer of water hyacinth craft for entire North-East and initiated a project which has become a very successful venture in the last one year. The water hyacinth has become a known name for all Fair-goers across India. It is being looked upon as one of the most successful source of sustainable livelihoods in rural areas for economic upliftment. Under the Water Hyacinth Craft, a total of Rs. 44,52,585/- have been earned by more than 600 beneficiaries in 6 blocks during the FY 2018-19.



SAKHI-STREE SWABHIMAAN

Menstruation for rural women of Assam is still a taboo and menstrual hygiene is the most neglected area. To cope up with this, ASRLM has started a project of Sanitary Napkin production and distribution by the rural women and for the rural women. The aim of this project is two faceted – firstly to inject the menstrual hygiene as habit for all rural women and secondly to earn a livelihood by producing and distributing the sanitary napkins. The “Sakhi”(name of the sanitary napkins produced by ASRLM) has already become a household name by keeping up the Stree-Swabhiman.



Availability of public transport in rural Assam is still a problematic scenario. To minimize this problem of rural Assam “Aajeevika Grameen Express Yojna” (AGEY) has been introduced as one of the sub schemes of Deen Dayal Antyodaya Yojana-National Rural Livelihoods Mission. Till date there are 50 nos. of 3 / 4 wheelers running under AGEY in different nook and corners across the state and earning the beneficiaries a monthly average income of Rs. 5,000/- per member.

“AAJEEVIKA GRAMEEN EXPRESS YOJNA” (AGEY)



MILLION SOLAR URJA LAMP (SOUL)

It is almost unbelievable for the rural SHGs to realize their hidden potentials about assembling a solar lamp till ASRLM introduced the multi-faceted project “Million Solar Urja Lamp (SoUL)” under its aegis. The rural students are provided with high quality, affordable clean light in the form of solar study lamp which cost a minimal amount of Rs.100/- (the original cost is RS. 650/- but it sold to school students at a subsidized rate of Rs. 100/- per lamp). It also focuses on diminishing the use of kerosene and focuses on localization of solar energy. The SHG members of ASRLM is engaged in assembling, distribution and repair & Maintenance of the solar study lamp, thus generating supplementary livelihood option for the SHG member. This program is a joint initiative of Ministry of New and Renewable Energy (MNRE) and Indian Institute of Technology, Bombay (IITB) and implemented by the ASRLM in 21 blocks. Under SoUL project 470 SHG members have been engaged in the solar activities and earned a total income of Rs. 1,80,92,746/- till March’ 2019.



BAGAN BAZAR

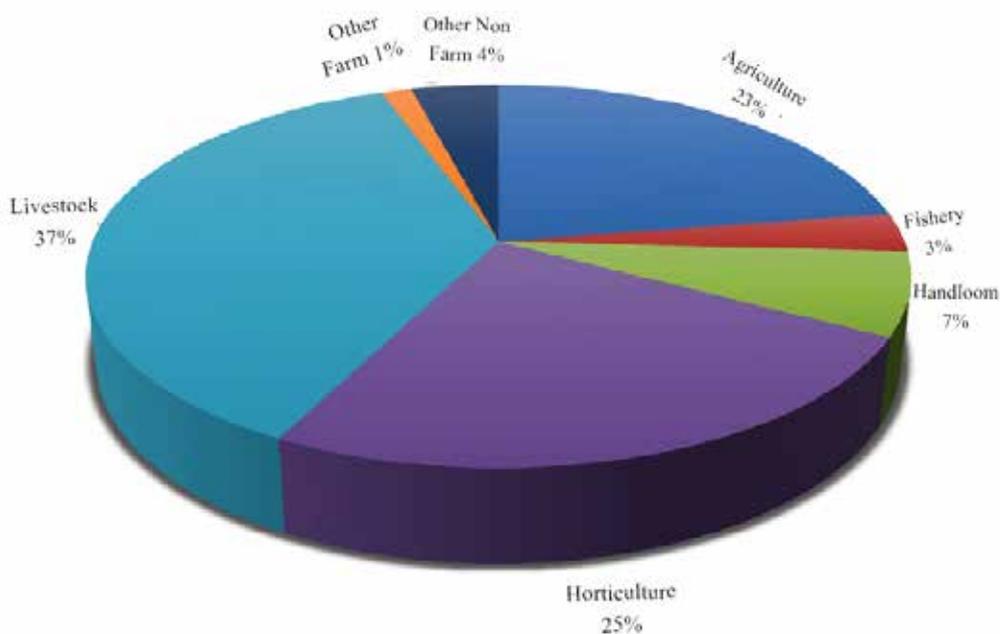
Tea garden communities are perhaps one of the most marginalized communities across India. Their nutritional levels are very low and therefore ASRLM took a call to open up Bagan Bazars which will provide nutritious food items at quick access and reasonable rates to the tea garden labourers. These Bagan Bazars are operated by SHG members of the ASRLM and have received requisite bank credit supports. While envisages improving the general health of the tea community, it intends to provide livelihoods through the establishment of Bagan Bazars. Gradually the Bagan Bazars started playing a role of one stop facilitating centres for all kind of needs for the tea garden communities.



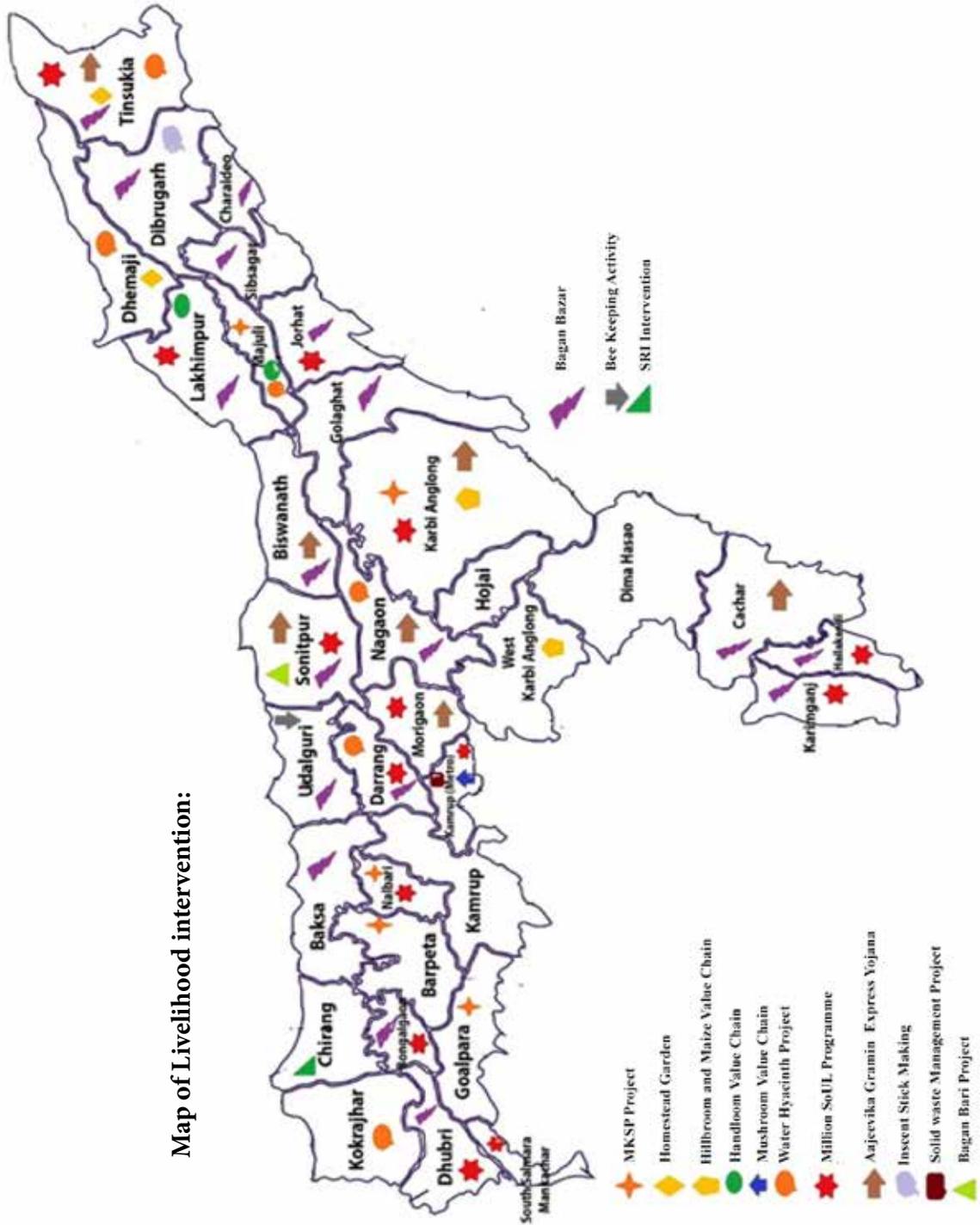
Summary of Livelihood Special Initiatives During the FY 2018-19

Sl No	Project Name	Total Beneficiary		Avg. Involvement (In Months)	Total Income (Rs.)	Highest Income earned by Individual Member (Rs.)	Details of Beneficiary
		Targeted	Data Received				
1	Million SoUL Project	470	470	8	1,80,92,746	1,70,000	Jasmina Sultana, BMMU Dalgaon Sialmari
2	Fishery Project	1387	1201	7	2,75,64,232	1,20,000	Protiva Das & Papiya Biswas, BMMU Borkhola
3	Inscense Stick Making	243	243	12	10,65,415	8,37,900	12 members from Bagurumba SHG, BMMU Pub Mangaldoi
4	Back Yard Poultry Project (Abhilash Hatchery)	227	227	1	5,79,192.	6,300	Manobi Bishah, BMMU Dalgaon Sialmari
5	Aajeevika Grameen Express Yojana (AGEY)	50	50	12	22,90,725	2,16,630	Sangita Bordoloi, BMMU Rongkhang
6	Water Hyacinth Craft Project	600	289	11	44,52,585	54,950	Ila Das, BMMU Majuli
7	Sanitary Napkin Project	81	74	3	3,34,250	9,913	Dipanjali Bora, BMMU Golaghat Central
8	Mushroom Development Project	200		6	19,17,015	54,500	Juri Deka, BMMU Chandrapur
9	Handloom Value Chain Project	1000	787	6	79,93,157	45,700	Satyawati Das and Debimai Pegu Gogoi, BMMU Dhakuakhana

Members Involved in Different Livelihoods Activity



Map of Livelihood intervention:



LIVELIHOOD TRACKING SYSTEM

Assam State Rural Livelihoods Mission (ASRLM) focuses on stabilizing and promoting existing livelihoods portfolio of the poor through livelihood enhancement and tapping opportunities in farm and non-farm sectors. In its endeavors in taking the SHG members towards sustainable livelihoods along with Rs.50,000/- per annum of incremental income, ASRLM felt shortage of data-based information on both the income component as well as livelihood practices of the SHG members promoted under its fold. This was an important aspect to be covered and development of the Livelihoods Tracking Software (LTS) came as an initiation in this direction. Livelihoods Tracking Software (LTS) (www.assamlivelihoods.com) was designed and developed by ASRLM to meet the knowledge gap of what SHG members are doing to meet their livelihoods requirement and their income from the particular activity.



The LTS became operational in the year 2018 when data gathered on the income of SHG within the Financial Year 2017-18 was fed in the early Quarters of the FY 2018-19. 539964 SHG members till date have entered the information in the portal with a total income of Rs.220,30,10,280 and an average income of Rs. 40,800 per annum. The information on income of SHG members within the year 2018-19 will be entered by the 1st Quarter of 2019-20. The information collected from the LTS has helped ASRLM to design and strategize livelihood activities for scaling up or taking up new activities that are profitable and have opportunity for development.

Livelihood Tracking System (LTS) is a systematic data collection, analytic and monitoring System. It generates various livelihood reports of different Self

MAHILA BAZAR: Providing Market Opportunity

“Production without market bears no root and market without production bears no fruit”.

It has been observed that the self help group members need a ready-made market for their produce. For that purpose ASRLM officials have encouraged and initiated discussions with government officials for a particular space to be developed as weekly mahila market. These weekly markets provides time and space to hundreds of small and marginal women SHG members to market their own farm, off farm and non farm produce week after week. The place and time is pre-determined.

This weekly haat concept started with the Agragami Village Organization under the Madhapur Cluster Level Federation of Titabor development block of Jorhat District named “Dangdhara women haat”. It came into existence on 10th April, 2018 with a trade license for one year. The SHG members of nearby SHGs sell their home-grown agro based items like fruits, vegetables, eggs, meats etc directly without the involvement of the middle man. Some SHG members have also shown some entrepreneurship skills and sold products like blankets, readymade cloth materials etc, procured from wholesale market in a lesser rate and made profit.





Among non agricultural items, handlooms items like, Gamusa, Mekhela Sador Yardage and handicraft products like bamboo products etc gets priority. In April 2019, Dangdhora Wome Haat has successfully completed a year-long existence.



MAHILA BAZAR

After the success of the “Dangdhora women haat”, there has been no looking back. ASRLM officials of Raha, Itakhuli, Sapekhati, Joypur, Telahi and Ghilamara followed their footsteps. Ghilamara has gone one step further and opened three markets in a certain distance so that the business of one market does not hamper the other. Today there are 9 weekly markets across the state.

Initially the markets faced many challenges. The first challenge was of course the place and approval of the administration. Motivating the women to come out and sell their own produce was also not an easy task. Another constraint was the concern of distance and lack of transport facilities from their home to markets. Lack of electricity, drinking water, proper sanitation was also some of the issues faced during the time of initiation. But with the support of ASRLM officials, all these problems have been mitigated and weekly markets are running successfully.

These Haats have had a huge positive impact on the community around it. The haats have not only given a platform for economic growth but also set the stage for social and cultural growth. Women have gradually learnt the art of entrepreneurship which will surely help them in the long run. It is helping to boost the confidence of the rural SHG members to face the outer markets boldly.

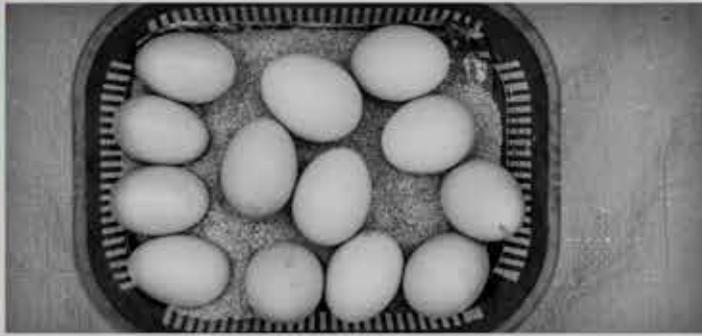
Income Report of SHG Market Out let as on March' 2019

					Cumulative Details of Sales (Rs.)	
Sl. No.	District Name	Block Name	Total SHG Participated	Market Date & Day	Total Sales (Rs.)	Total Net Profit (Rs)
1	Tinsukia	Itakhuli	95	Sunday	120,490.00	84,440.00
2	Charaideo	Sapekhati	169	Wednesday	487,650.00	135,235.00
3	Dibrugarh	Joypur	59	Wednesday	121,300.00	17,100.00
4	Lakhimpur	Telahi	11	Thursday	40,130.00	17,750.00
5	Lakhimpur	Ghilamara	11	Wednesday	550,210.00	54,030.00
6	Lakhimpur	Ghilamara	20	Saturday	416,820.00	99,000.00
7	Lakhimpur	Ghilamara	12	Saturday	184,060.00	54,010.00
8	Nagaon	Raha	65	Tuesday	32,540.00	-
9	Jorhat	Titabor	24	Thursday	418,350.00	108,300.00
	TOTAL				2,371,550.00	569,865.00





OUTSTANDING STORIES OF WOMEN WHO HAVE MADE A MARK



In order to showcase some of the success stories of either a SHG or any member of SHG, ASRLM had district wise presentations where the districts were asked to present the success stories to the panel of ASRLM. While each story was fascinating in so far as how women have made a change in their lives. It was not possible to incorporate all of them in the Annual Report. Hence, a few of them are showcased here to bring to our readers the indomitable spirit of our rural women.

Some outstanding stories of women lead livelihood initiatives

Initiative: **Multiple farming**

Name: **Veronika Mech, SHG Member, (JeevikaSakhi)**

Block and District: **Balipara Development Block, Sonitpur.**

Veronika Mech, is a member of SeujiNabamilanMahila Gut which was initially formed in 2001 but was not active. Hence, the SHG was revived under ASRLM in 2017. Veronica is also a JeevikaSakhi under Balipara Development Block. By dint of her hard work and determination she has been able to make a mark in her life and establish herself as an able community leader and a progressive Mahila Kisan.



Veronika was aptly supported by her SHG, the Block Mission Management

unit of ASRLM and Agriculture Department. Today she has been able to transcend from a simple housewife to an economically empowered woman earning an income of Rs 1.5 lakh per annum. She has engaged in multiple livelihoods like Rice cultivation, Piggery, Dairy, Vermi- Compost, Areca nut, Coconut, Pickle Making, Black Pepper and Nursery plantation etc.

Veronika overcame a major drawback of low yield in paddy cultivation by adopting the SRI method, knowledge of which she gained from the Agriculture Department and “Mahila Sakti Kendra” an NGO working for women. After acquiring necessary skills on SRI Cultivation, she initiated cultivation of paddy through SRI method which gave her a better yield compared to the previous years.





Veronika Mech's zeal for organic farming led her to take up preparation of vermicompost. Since she had already established a good rapport with the Agriculture Department, she liaised with the officials and along with her SHG members took a training on Vermicompost preparation from the department. Her SHG, Seuji Nabamilan Mahila Gut received Rs 1.00 lakh as Bank Loan, from which all members took internal loans as per their requirements. Veronica too took Rs 20,000/ and invested it in preparation of a vermicompost pits, seeds for tomato and king chilly cultivation, saplings of coconut, arecanut, banana, brinjal etc. From the agriculture department she was able to get a Poly House and with the technical guidance from KVK Sonitpur in 2019 ventured into organic farming on a larger scale. She is well known and praised by all related departments for her initiative of maximum use of organic fertilizer prepared from vermicompost and vermi wash. Seeing her growth by the use of vermicompost and vermi wash, other villagers are also adopting the same process



Veronika also imparts training to farmer's regarding vermi-compost and vermi-wash, and has also build a nursery for her own agriculture and from where people can easily get various seedlings of plants along with her technical guidance. Under her supervision 168 households of 10 villages has undertaken vermi-compost maintenance till date.

At present she has more than 100 no's of Areca nut plants along with Black pepper plant, 3 no's of Coconut tree and 73 no's of Banana tree. In her poly house she has about 225 square feet of Bhut Jolokia and 285 square feet of Tomato cultivation. The remaining land is utilized for cumin and brinjal plantations. All this is done in an organic way, using only vermicompost and vermi wash.



Veronica Mech is a burning example of how multiple cropping and organized cultivation can change the scenario of farm livelihoods. She is also a torch bearer of her community who through her own example and experience is able to motivate others.

Veronica's earnings

Sl. No.	Activity	Annual production Nos/kg (approx)	per product cost	sells (in Rs.)	Total expense (in Rs.)	Net Profit (in Rs.)
1	Piggery	24 Nos.	-	75000	30000	45000
2	Paddy Cultivation	6000 kg	Rs. 10/- per Kg	20000	Adjusted	20000
3	Tomato	500 Kg	Rs. 7/- per Kg	3500	700	2800
4	Lemon saplings	700 nos	Re 10/- per no.	7000	1000	6000
5	Vermicompost 3Nos	950 Kg	Rs. 10/- per kg	9500	1200	8300
6	Dairy	500 Lt.	Rs. 40/- per liter	10000	3000	7000
7	Beatle Nut	3500 kg	Rs. 20/- per Kg	40000	2000	38000
8	Black Pepper	80 kg	Rs. 500/- per Kg	40000	1000	39000
9	Nursery			8000	1000	7000
						173100



Initiative: Multiple farming

Name: Mumtaz Begum, SHG Member,

Block and District: Hajo, Kamrup(Rural).

“From a daily wage earner to an employment generator”

Mumtaz Begum of Ramjan SHG of Tangonmari Char of Bamundi GP under Hajo Development Block is a woman whose life is completely changed after coming under ASRLM fold. She could manage to study upto 4th standard and got married at the early age to a poor family of the same village. Along with her husband she used to work as the agricultural wage labourer in the nearby areas to earn a livelihood. While working in field she came across the livelihood CRP of the village and came to know about the ASRLM and its scopes to uplift the lives of rural poor.

Got highly motivated by ASRLM, Mumtaz formed the Ramzan SHG with nine other members of the locality in the year 2014 and developed the habit of saving. With time passes Mumtaz came to know the other benefits of being in a SHG fold under ASRLM and motivated different women of the locality. Thus 13 new SHGs were formed in the village under her leadership. Together they have formed the VO named Brahmaputra of which Mumtaz is the President. All these while Mumtaz and her husband continued to work as the daily wage earner in the agricultural field.

In the year 2016, Mumtaz borrowed Rs.5000/- from the savings of the SHG at 2% interest and an amount of Rs. 5000/- as RF, made an arrangement of 1 bigha land from her neighbour and invested in vegetable cultivation like Brinjal, Tomato and Chilli etc. With the income of this horticultural farming, Mumtaz bought a cow at the rate of Rs.20, 000/- in the year 2017. Then she started selling milk in the neighbourhood and earned another profit of Rs.2, 000/- per month.



AGRICULTURE



With the profit of previous year Mumtaz bought 1 bigha land in 2018 and started her vegetable cultivation. The cow gives birth to a calf which she sold at the rate of Rs. 16,000/-. At the end of the year she has earned a profit of Rs. 48,000- with the help of her vegetable cultivation and dairy business.

By the end of the year Mumtaz has bought 3 more bighas of land and started cultivation of Mustard and Rice (Kanaklata variety of Boro Rice). She now provides employment to other SHG members in her field. She now hires a tractor for her rice and mustard intervention. Till date she has earned a profit of Rs. 18,000/- in the year 2019.

Mumtaz has showed that with hard work and consistency, one can be updated herself from being a daily wage earner to a land owned peasant. Earlier she was not even able to speak in public and never approached to Bank. Now she often speaks in VO meetings and motivates other women of the Hajo BMMU to join SHGs and improve oneself. She is the unsung hero of ASRLM in true sense.





Initiative: BANANA AND PAPAYA CULTIVATION:

Name: **Rupjyoti Village Organization**

Block and District: **Kushdhuwa, Goalpara**

Banana cultivation is one of the major forms of farm livelihoods of the villages in Goalpara District. In Kushdhuwa Block alone, almost 2500 MahilaKisans are cultivating Banana in 350 hectares of land. They cultivate a wide variety of Bananas which include Malbhog, Cheni Champa and Kaskol and sell them in the Daranggiri market (Asia’s largest Banana Market).

This is the story of four SHG members of Rupjyoti Village Organizations who came together to cultivate 12 Bighas of land with Banana and Papaya (10 Bigha – Banana and 2 Bigha Papaya). Taking loan of Rs. 60,000/- from the CIF and with an own investment of Rs. 20,000/- these women planted 2400 Saplings of Banana. The investment cost of Rs.1.22 lakh included the making of bamboo boundary. Expected return from the 2400 plantation is 2400 bunches and selling the bananas bunch @ Rs.250 per bunch it is expected to come to Rs. 6,00,000/-. Therefore, a net profit is expected to be approx. Rs.4,77,200/-. Till March 2019, these four women have already sold 850 bunches of banana and earned Rs.2,12,500/-. Hence, they have already covered investment cost and made a profit of Rs.89,700/-



These four women from Rupjyoti VO has also planted 600 plants of Papaya (Red- lady variety) and expects a return of 18 kgs per plant taking their total income to Rs.2,16,000/- @ Rs.20 per kg. The return till March 2019 is 5600 kg of papaya which brought an income of Rs,123,200/-. Hence, the investment of Rs. 29,540 has already been covered.

Total income earned by these 4 SHG members was Rs.3,35,700/- and if we deduct their investment cost of Rs.1.51 lakh net profit till date is Rs.1.85 lakh.

The effort of these women was supplemented by trainings from Krishi Vigyan Kendra (KVK) and exposure visit to Maharashtra was also facilitated by Rabha Hasong Autonomous Council (RAHC).





Initiative: **MUGA FARMING**

Name: **Rumi Gohain of Aeidow Janakalyan SHG**

Block and District : **Dhakuakhana, Lakhimpur**

Assam is well known for the production of high quality silk since ancient times .The craft of weaving goes along with the production of silk.Muga silk industry of Assam has been in existence since time immemorial and in various parts of the state Muga is cultivated but of late this practice is decreasing due to climate change and huge cost of production . Amidst this alarming decrease some SHG women are trying hard to keep this tradition alive and take it towards a sustainable livelihood option with a minimal investment.

One such SHG member is Rumi Gohain of AaideoJanakalyan SHG of DighalaGaon under the Dhakuakhana Development Block of Lakhimpur District. She rears Muga Silkworms, reels muga threads from the cocoons and also weaves Assamese Traditional MakhelaChadar. This traditional livelihood practice of Rumi Gohain fetches her a handsome income every year.

AaideoJanakalyanSHG of which Rumi Gohain is member was formed in the year 2005 and was revived under ASRLM in 2016. Though the SHG was formed in 2005 but due to lack of proper guidance in terms of trainings etc the objective of forming their SHG was not realized and thus all members of the SHG remained idle. But after coming into the ASRLM fold and with the help of the financial assistance like RF, CIF and bank loan the SHG members could understand how they can make use of these funds in building up the economy of their indigenous livelihood practices. Though she knew that Muga cultivation can bring her a good income she was not very confident to expand her livelihood due to lack of funds.



But the exposure she attained through attending regular meetings in various platforms and gathering knowledge of sustainable livelihoods practices made her confident in taking forward her traditional livelihood of Muga cultivation



HANDLOOM

to a better and profitable business . Thus, initially Rumi Gohain invested an amount of Rs. 30000/- in two separate installments of internal loans and planted Som trees in 1 bigha plot for Muga Farming.

Later she expanded her Somplantation to 2 bighas and started to cultivate muga twice a year . In the the month of May-June 2018, she purchased 500 cocoons Jethuamuga at Rs. 4/- per cocoon from Sivasagar from which she got 15000 cocoons and in the month of October- November 2018 she purchased 500 cocoon Kotiamuga at Rs. 7/- per cocoon from which she got 20000 cacoons. After reeling muga silk from the cocoons she received 3.5 kgs and 5 kgs of Muga yarn respectively. Since she is a weaver also Rumi kept aside some amount of Yarn before selling the rest in the market . With the yarn she weaved Mekhela Chadar sets , RihaSadars, and Uka Mekhela (Plain Muga Pieces) and sold



them in prices ranging from 2500/- to 25000/- . After selling the Muga Yarn and the Muga silk garment by the end of the year 2018 she was able to make a net income Rs.2,16,500/-. In the earlier years she could only make a net income of Rs.52800/- producing only 2.5 kgs of yarn.

Her yearly income has inspired her fellow SHG members and they too are producing Muga silk making a considerable income in 2018 as mentioned below :

Sl No	Name	Cocoon Production (no.s)	Yarn Produced (kg)	Approx. Price (Rs)
1	AROTI HANDIQUE	15000	3.5	56000
2	BEBIMONI GOHAIN	12000	3	48000
3	PHUNU HATI BORUAH	3000	0.7	11200
4	TARUPRABHA DEKA	3000	0.7	11200
5	GUNADA BORPATRA	5000	1.2	19200
6	PUNYA GOHAIN	9000	2	32000
7	JUNU GOGOI	3000	0.7	11200

Rumi Gohain plans to take 2 more bighas of land to increase production and aspires to take skill training in order to make varied Muga Garments. Collectively she along with her fellow SHG members are planning to take a 'Maina Machine' in order to increase the production of Muga clothes.

Rumi with her zest to keep alive the traditional weaves have been able to inspire a lot of her kind.



Initiative: **Shakti Gamosa Procurement & Sale Centre**

Name : **Shakti Cluster level Federation (CLF)**

Block and District : **Tengakhat, Dibrugarh**

‘Shakti Gamosa Procurement & Sale Centre’ is a subsidiary of Shakti Cluster level Federation (CLF) under Tengakhat Development Block of Dibrugarh District, Assam. 24 members of ‘Shakti Cluster level Federation under Tengakhat Development ventured into a ‘Gamosa Sale Project’ for providing a platform to the weavers of the cluster for selling their produce the ‘Gamucha’. In an Executive Committee meeting of the CLF, a discussion on the need for a Common Sale Centre in order to enhance and regulate the market of Gamosa woven in the area.



An action plan with timeline

was chalked out under the guidance of ASRLM officials. The livelihoods committee of the CLF searched for a convenient location for Common Sale Centre and selected a space for renting in Bhadoi Panchali Market. The CLF have made an agreement for 1 year with the owner of the space and Common Facility Centre (CFC) was inaugurated.

Based on the base line survey, 250 nos. of weavers were identified, who were interested in weaving, commercially. The Common Facility Centre (CFC) procures Gamosa hand woven by the SHG members at pre-fixed rates. The rates were fixed in a meeting where all the weavers agreed to sell gamosa at fixed rates based on material and pattern of weaves. The CFC provide yarns to weavers at lowest market rates. The USP of the project is that any SHG member of the cluster gets a platform to sell their gamosa of various standards at pre fixed rates decided by weavers themselves.



The Capital investment on the venture is Rs. 1,16,500. The amount has been invested by the CLF from the interest received from Community Investment Fund lent to the Village Organizations. The profit of the sale centre goes to the CLF. A separate Bank Account is opened for transaction of the sale centre. The sales person maintains separate book of records. The Livelihoods Committee of the CLF is coordinating with wholesalers and retailers of Gamosa from Dibrugarh town and adjacent districts. Representatives of the CLF are actively visiting govt. offices & other organizations with catalog and business cards for market promotion. The CFC will soon support the weavers in back ward linkages too i.e. provide all kinds of inputs to weavers at lowest market rates. For smooth running of the CFC, few members of the CLF are actively involved in promotional activities of the CFC. Though the profit goes to the CLF as a whole, the CLF has agreed to offer incentive to the active members of the sale centre, based on the supply orders that come through the individual SHG members. Precisely, the project has a triple advantage of support to weavers, promotion of SHG members as market agents and profit to CLF, at the same time.

The initiative is new and financial figures are still at its nascent stage for any analysis. But this initiative has been highlighted as it will support SHG members producing 'Gamucha' with a ready market and can become the 'hub' for all Gamucha requirement of Govt/Semi Govt/Private organizations. If this initiative succeeds, then it can work as a model for others also.





Initiative: **Endi Silk & Khadi Production Centre : spinning dreams**

Name : **Khasmai VO**

Block and District: **Lumbajong ,Karbi Anglong.**

Only few countries have known to use fabric as a tool to achieve freedom; that's why 'Khadi' still continues to inspire people all around the globe. However, the future of khadi in India lies in thinking seriously of this old practice and start a movement of producing khadi in every village for the consumption globally.

And, this has been proved by Khasmai Village Organization of Lumbajong Block of Karbi Anglong District. A total of 13 SHGs of Khasmai VO under the leadership of Ms. Mokuta Hasnu got enrolled under ASRLM in the year 2012 with 145 members. Interestingly, the members were federated way back in 2006 but due to lack of support, the federation got defunct. All members were from geographically isolated areas, and were socially and economically marginalized. They were earning livelihoods through daily wages and agriculture wage labour. Some of the members could not even send their children to school because of poverty. Family wise also, they lacked a steady source of income that led to financial instability for long years.

Since 2012 the VO had been revived and under DAY-NRLM, the members got SHG Management Trainings, SHG Book-keeping training, VO Management Training, hand holding and financial assistance of RF and CIF. During 2013, the VO tied up with Nagaland Khadi & V.I Sangh under SFURTI (Scheme of Fund for Regeneration of Traditional Industries) Programme and established Endi Silk & Khadi Production Centre in a leased plot.



HANDLOOM



Initially 10 members received training from Nagaland Khadi & V.I Sangh and a minimum stipend of Rs.300/- per trainee for one month. The machineries were provided by them. The Sangh would provide them the raw material (Endi cocoon) and the members would produce yarn and sell to the Sangh at a fixed rate. The Endi Silk & Khadi Production Centre Management Committee have fixed a rate (Rs.500/kg) for producing thread. On an average an SHG member spins 350 g to ½ kg yarn per day. Though spinning is not done in the whole year, during season, an SHG member spins 6-8 kg yarn in a month, thus earning Rs.3000 to Rs.4000/- per month.

At present, additional 18 members have received training from Nagaland Khadi & V.I Sangh and RSETI. All 28 SHG members are now into both yarn spinning and weaving activity with an average monthly income of Rs. 7,500/- per month. The unit produces around 80-100 Kg yarn per month during season and produces Shawls, Traditional Dresses, Towels etc.. The products are sold at local market, KarbiAnglong Towns, Guwahati Market, Guwahati handloom Expo, National & International Trade Fair, NEDFi Expo, SARAS Fairs etc.. Since the VO has received Bank Loan of Rs. 50,000/- and Rs.2,00,000/-





during 2014 and 2017 respectively, it has started procuring additional raw material from local market as well as other SHGs of nearby Blocks who are into cocoon production and giving to the Centre with a minimum margin profit. The VO has now started selling yarn and readymade products of the centre keeping a minimum margin profit as decided by the Centre and VO.

The VO has further established one small Extension Centre Unit within the Khadi Centre at Dawjingphang Village with 5 numbers of new loom and have engaged one Centre In-charge with honorarium Rs.2500/- per month. Electricity, Transportation and building maintenance cost are borne by the VO. SHG members are getting employment opportunity based on their skills. All weavers and spinners are getting monthly dues in their individual Bank Account. The Centre is selling both yarn and readymade products in various parts of Karbi Anglong.

They are further planning to buy the machinery given by the Sangh and also planning to buy more looms. Principal Secretary of KarbiAnglong Autonomous Council had also visited the Centre and has initiated talks with Assam Khadi Board for Yarn Blending, forward linkage and marketing. They are also mobilizing other SHG members of the VO to have training and enrollment into the Centre. DMMU and BMMU Lumbajong is coordinating with Sericulture and Handloom Department for advanced Training, loom procurement and product diversification. Present Average monthly Income of SHG member engaged in the Khadi Centre is Rs. 7,000/- to Rs. 9,000/- per month.

For an SHG member of such an isolated and geographically difficult area, earning this amount in a span of 2-3 years is no less than a dream. "If all the machines, equipments and infrastructure could be ours, then we can make a profit of 8 to 10 lakhs per annum from the Khadi centre" ----said Ms. Mokuta Hojaisa.



Initiative: **WEAVERS COLLECTIVES-Mulagabharu Shipini Sangha**

Name: **Pub Mandal Mulagabharu Federation (CLF)**

Block and District: **Pub-Chaiduar, Biswanath**

Mulagabharu Shipini Sangha is a Producer Group which has been formed in August 2018 under Pub- Mandal Mulagabharu Federation (CLF) with the aim of producing and marketing handloom item specially Gamucha.

Almost all the SHG members in the Cluster are engaged in weaving activity. They generally sell the Gamuchas and other items in their own locality to middle men who further sell them in markets outside their village premises. The SHG members therefore do not get better return of their work as they are in the grip of middle men. The SHG members under the Pub- Mandal Mulagabharu Federation soon realized the need of a common set-up to market and sell their handwoven items directly to the customers. In order to do so they got together to form the producer group ' Mulagabharu Slipini Sangha' with 52 SHG women weavers from 41 SHGs. All the weavers received training from the Handloom Department. Earlier the SHG members were not financially strong to purchase yarn in scale of production but with the financial assistance of the CLF through the Community Investment Fund(CIF) and yarn provided by the collective, the SHG members could the problem.

HANDLOOM



HANDLOOM



The Weavers Collectives procured yarns collectively and distributed it among weavers equivalent to 20 gamusa per member with an agreement of 10 Gamusato be given to the Weavers Collective and 10 Gamusa to be retained by Weavers. The producer group made a policy wherein the rates of the Gamucha's were decided and prices were fixed according to the designs, quality etc so that uniformity could be maintained. The Weavers can also sell their entire stock of "Gamosa" to Weaver Collective @ Rs.120 if they wish. Since the yarn is purchased collectively, so individual financial requirement/loan burden is reduced and at the same time since its collectively produced there is a well-organized market with assured buyers and bulk selling. From the very first consignment the 'Mulagabharu Shipini Sangha' earned a profit of Rs.30,490/- and each weaver had a share of Rs.1,452/- per month. The weaver's collective has already received advance booking from various organizations. They aspire to establish a yarn bank and also install advance machineries to enhance their production in the coming days.

Other than financial benefit, the weavers collective have provided them a platform to take collective decisions in the making as well as selling their items at better prices hence bringing in socio-economic change amongst rural women.



Initiative: **Traditional Assamese Garments,**
Name: **Dipumoni Bora -SHG member of Samannay SHG**
Block and District: **Dolongghat Development Block of Nagaon,**
Journey from a homemaker to an entrepreneur

Dipumoni Bora, aged 40 years, SHG member of Samannay SHG under Dolongghat Development Block of Nagaon, earn Rs. 7,00,000 annually and provides employment to 12 people most of them are SHG members with an average monthly honorarium of Rs. 3,660 through production and sale of handloom products.

The Samannay SHG was formed on 2008 under Swarnajayanti Gram Swarojgar Yojana (SGSY). Initially the SHG took a loan of Rs. 80,000 through DRDA to take up a group activity in production and sale of traditional handloom products. The SHG returned the loan but the activity was not as successful as expected. This was due to the reason that, most of the SHG members were unable to dedicate the required time in the activity and many other management issues. After that, the SHG members decided to individually take the activities as per their capacity and convenience and gradually became non-active.

In 2012 the SHG was again revived under ASRLM and capacitated through various trainings on SHG basic management livelihood etc, As is mandated under 'Panchasutra' the SHG members met regularly and regular meeting, helped Dipumoni Bora to contact with other SHGs and officials. It also gave her an opportunity to attend various local and national level trade fairs which in turn gave her exposure and helped her to sell her products. The products were highly appreciated due to which her confidence and motivation increased.



HANDLOOM



The SHG received Revolving fund of Rs. 15,000 /- and community investment fund of Rs. 50,000/- . From these funds, Dipumoni Bora borrowed a total amount of Rs. 50,000 in different periods from the SHG, which helped her to buy two numbers of looms for her own business.

The orientation meeting and workshop with various departments and organizations organized by ASRLM provided her with information to upgrade her skill and knowledge. In a the year 2013 Dipumoni Bora received trainings on quality management and design and development of handloom products through SIRD at West Bengal. In 2015, she received mudra loan

(SISHU) of an amount of Rs. 50,000 and after prompt repayment gradually her loan was enhanced to Rs. 10,00,000 under Stand up India scheme in 2017. At present, she has a handloom unit with her own building, 12 machine looms and 12 employed weavers. She earns around Rs. 7,00,000 annually and provides employment to 12 people with an average monthly honorarium of Rs. 3,660.



Sl. No.	Products	Unit in Nos	Sales Amount	Variable Cost	Sales of Contribution
1	Mekhela Sador (Toss)	180	1440000	703800	736200
2	Mekhela Sador (Cotton)	504	1008000	672000	336000
3	Mekhela Sador (Silk)	6	60000	34200	25800
4	Gamucha (Cotton)	4500	810000	777000	33000
5	Gamucha (Toss)	180	450000	339500	110500
Total		5370	3768000	2526500	1241500

She is also able to use silk mark, certified by Central Silk Board, to sell her products. Today she is a successful entrepreneur in field of hand-woven products. She employs 12 people at her unit. She has seen both the sides of work as an employee and as an employer. Her work draws her great satisfaction as more and more customers are recognizing and admiring her work. She is a great inspiration to all those women who wants to come forward and do something on their own and create employment to other SHG members and youth. Her journey in this entrepreneurial world is surely a tale of love, passion and dedication supported and nurtured by Assam State Rural Livelihoods Mission. This journey from a simple SHG member to an entrepreneur is indeed commendable and appreciable.





Initiative: **Handloom Unit, Outlet and Rup's Kitchen**

Name: **Rupjyoti Saikia Gogoi, SHG Member of Aparajita SHG, Anajori VO,**

Block and District: **Bokakhat, Golaghat.**

“Early birds always reap benefits and with hard work, success definitely kisses their feet”.

Mrs. Rupjyoti Saikia Gogoi of Basagaon village, Madhya Kaziranga GP is a woman of such calibre who not only reaped the benefits of early birds but also made it sure that she keeps working hard, upgrading her skills and establish a business that returns steady profits. Eventually she became the successful entrepreneur who also started engaging other women of the same SHG as helping hand in her venture. More interesting is the fact that she had chosen a work she loved to do, rather most of the rural women of Assam is engaged in.

Mrs. Rupjyoti Saikia Gogoi joined ASRLM as a member of the APARAJITA SHG in the year 2004 under Swarnajayanti Gram Swarojgar Yojna when very few women joined or even heard about it. She had been working as Jeevika Sakhiupto the year 2014 but resigned to concentrate more on her dreams of being a successful entrepreneur. At the beginning she discussed with all the members of the SHG and took 4 looms, 2 no of Fly shuttle (Pura makotaat Xaal) and 2 no of primitive looms (mati Xaal/haat Xaal) under her handloom venture. These looms belonged to other members of the SHG. As a support from ASRLM, the SHG received an amount of Rs. 10,000/- as RF and an amount of Rs. 15,000/- as bank loan, which was repaid within 6 months. In the year 2014, the SHG received a grant of 5 lacs from Govt, with which they built a RCC shed





use as the Common Facility Center (CFC). Gradually the business earned her a profit. She took all the initiatives to expand the business and all members of the SHG could manage to procure own Xaal. At present she has a total numbers of 10 Xaals in the CFC.



HANDLOOM

For last 4 years Aparajita SHG under the able leadership of Mrs. Rupjyoti Saikia Gogoi devoted their time in Handloom activities and prepared Chadar Mekhela, Gamusa (Paat, Muga, Cotton), Tongali etc. Mrs. Rupjyoti Saikia Gogoi is a lady of farsightedness. She realized the need of skill up gradation and approached the ASRLM officials. With the help of ASRLM, she along with some other members of the SHG received a training of stitching of table mat, table runner etc from NEDFI. Later a model showroom from NEDFI was also built at her own premises, named “The Kajiranga Hut”. This is located near the Wild grass Resort of Kajiranga Wildlife Sanctuary. During the peak time of tourist flow to Kajiranga; i.e.; almost a period of seven months, the foreigner’s are their regular customers. From the year 2014, the average monthly income of Rupjyoti is Rs. 22,000/- (after deduction of the investment & the payment made to other SHG members at various rates fixed previously.)

Recently, the SHG had taken part in the SARAS Fair, 2018 at Guwahati and earned a profit of Rs. 52,000/- (The total sale was Rs. 1, 32,000/-)

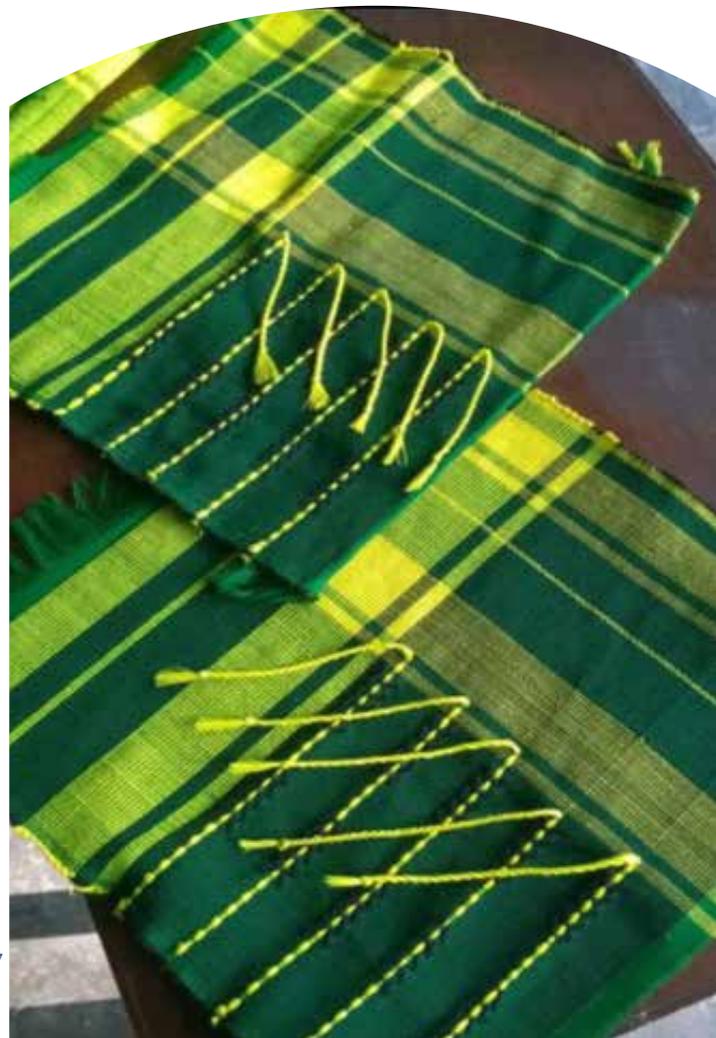
Small businesses are generally driven by the need of the locality. Understanding this phenomenon, Mrs. Rupjyoti Saikia Gogoi started a small eatery at the same premises of Kajiranga Hut named “Rup’s Kitchen”. She serves “traditional Assamese thalis” there at a very affordable rate, cooked by the SHG members themselves. They have also started a practice of singing the soul-soothing “Borgeets” before serving meals to attract more foreigners. To communicate with her foreigner customers directly she learnt to talk in English.

HANDLOOM



The ASRLM officials have guided the SHG to maintain the accounts and profit sharing in such a manner so that they will be able to procure better looms, e.g, Maina Automatic Handlooms for further expansion of business. She was also guided to do all transactions through banks which will further help her to avail bank loans in future, if needed.

Being a SHG member, establishing the handloom CFC, helping other SHG members to earn a livelihood was never an easy task. But the challenges she faced was mitigated successfully and the Kajiranga Haat is a known name for not only the locals but also the netizens for the existence of a Facebook Page where she explores more business.





Initiative: **MULTIPLE FARM LIVELIHOODS**

Name: **Ruwad Mohila SHG**

Block and District : **Sissiborgaon, Dhemaji**

Smti Banalata Paw was a daily wage worker living in Muktiar GP. One day she went to the house of Smti Rina Taye for threshing of paddy as a daily worker. Smti Rina Taye had already formed an SHG named as Kulajanpam Donyi-Polo SHG and received an amount of Rs 25,000 under SGSY scheme. Smti Banalata Paw who saw the benefits of coming together to form an SHG persuaded the villagewomen and formed the Ruwad SHG with 10 members in 2011.

Ruwad SHG was incorporated in ASRLM in 2013 and the members received a large number of capacity building trainings which enhanced their confidence level and also motivated them to take up various livelihood activities. In the year 2013, the SHG received Rs.15000/- as Revolving Fund which they invested in their individual livelihood activities like Handloom, Piggery etc. In 2016, the SHG received CIF amounting to Rs.50,000/- and they also received bank loan of Rs. 2 lakh and 3 lakh respectively.





The individual livelihood activities of the 10 members are as follows:

Sl No.	Members Name	Livelihood Activity	Total Investment (Rs.)	Estimated Average income yearly (Rs.)	Net Income
1	Rekha Taye (President)	Piggery and Handloom	4500	66000	61500
2	Banalata Paw (Secretary)	Piggery	19500	135000	115500
		Daily and Weekly market	70000	144000	74000 Combined Net income: 115500+74000=189500
3	Jamuna Taye	Shop	3000	15000	12000
		Auto	419500	486000	66500 Combined Net income: 12000+66500=78500
4	Kumari Taye	Piggery and shop	13500	90000	76500
5	Bakali Taye	Piggery	17000	120000	103000
6	Priyalatya Taye	Piggery and Handloom	6000	30000	24000
7	Deepanjali Taye	Piggery and Handloom	5000	30000	25000
8	Punam Taye	Piggery and Handloom	3000	15000	12000
9	Jashuda Taye	Piggery and Handloom	2100	48000	45900
10	Moni Taye	Piggery	9000	45000	36000
		4 Bigha Land on lease for tea garden		4800	4800 Combined Net income: 36000+4800=40,800



Some of the members of RuwadMohila SHG are also engaged in handloom activity and they prepare traditional dresses and save Rs. 4000/- to 12,000/- per year on the cost besides earning a small amount from sales.

Besides individual livelihood activities, the members of the RuwadMahila SHG are also collectively doing vegetable and banana cultivation by taking land on lease Initially they planted 400 sapling of banana in 1 bigha and invested an amount of Rs 5000/- from which they earned Rs. 3000/- by selling banana in the first harvest. RuwadMohila SHG again invested Rs.15,000/- for cultivation of potato in 4 bigha land and they earned a total income of Rs. 30,000/- within 4 months. The SHG also invested additional amount of Rs.15,000/- for intercropping of frenchbean, cauliflower, spinach, mint, tomato etc. on the same plot of land where potato was cultivated and they earned extra income of Rs. 25000/- from the cultivation.

The SHG realized the goodness of intercropping after receiving training from Krishi Vigyan Kendra (KVK) which also enabled them to make proper and optimum use of available land. They SHG member also established vermicompost unit in their homes which they used in their farms.

The Ruwad Mohila SHG was able to obtain a Tractor from Chief Minister SamagraGrammyaUnnayan Yojana (CMSGUY) on 25/08/2018. With the inclusion of tractor, they are hopeful that they can expand their farming and income.



Initiative: **Multiple Livelihoods**
 Name: **Darle Basumatary-SHG member**
Diajhijari Anjali SHG, Aronai VO
 Block and District :**Kokrajhar, Kokrajhar**

Darle Basumatary, a member of Diajhijari Anjali SHG and Aronai VO , under Kokrajhar Dev. Block is engaged in multiple livelihood activities like, Mushroom Cultivation, Weaving, Agriculture and Piggery Farming.

Like the other SHG members of her group Darle Basumatary was also confined to the four walls of her house and couldn't think beyond the two square meals a day before she came into the SHG fold of ASRLM. She along with her other group members received a number of trainings like SHG, Basic Management, VO management, Financial literacy training, FNHW Training , basic livelihood training etc. With the



exposure given by ASRLM, Darle's confidence in herself grew and she too can become a productive member of her family and improve the family income.

She started with livelihoods activities relating to horticulture and pig farming and realizing her potential the ASRLM Block Management Unit developed her as a Krishi Sakhi to help her fellow SHG members to grow financially through agriculture.





Diajhijari Anjali SHG of which Darle is member had received RF of Rs. 15,000/-, CIF of Rs. 50,000/- and Bank Loan of Rs. 1,00,000/-. Darle took a loan of Rs.16,000/- from CIF and Rs.40,000/- from the Bank Loan in order to start with her venture on various livelihood activities which she could do by herself. She started with piggery and weaving of Dhokhona, Jwmgra and Aronai. She bought a piglet at Rs. 2200 and after rearing it for 8 months incurring a cost of Rs.4050 she sold it for Rs. 10,000/- which gave her a net profit of Rs. 3750/- Meanwhile she also invested in purchasing yarns and other raw materials for weaving which gave her a net profit of Rs. 45,595 in the year 2017-18. Her 1 bigha cultivated land taken on lease for paddy gave her a net income of Rs. 20,000/-. She also ventured into Mushroom Cultivation and preparation of Arecanut seedlings which further gave her a profitable business.

Meanwhile serving as Krishi Sakhi and providing handholding support to her fellow SHG members she could also receive a honorarium of Rs. 5000-7000/- per month.

Earnings of Darle Basumatary in a Year

Sl.no.	Particulars	Amount (in Rs.)
1	Piggery	3750
2	Dokhna	16,250
3	Aronai	12,060
4	Jwmgra/Sadar	6,460
5	Naga Shawl	10,825
6	Mushroom	4,585
7	Paddy cultivation	20,000
8	Areca Nut Seedling	2,850
Total		Rs.76,780

With increased household income by becoming a productive of her family Darle has gained economic security and confidence to thrive for more. By coming into the SHG fold of ASRLM and becoming an active community cadre, she could now realize her potential and think beyond survival. She could understand the value of education and is also able to provide opportunities for education of her children.

Initiative:**Dairy Farm**

Name: **Nayanmoni Nath, Mina Nath and Bijumoni Nath,**

SHG members of Padmini SHG, Mahamilan VO and Ankur CLF

Block and District : **Padumoni, Golaghat**

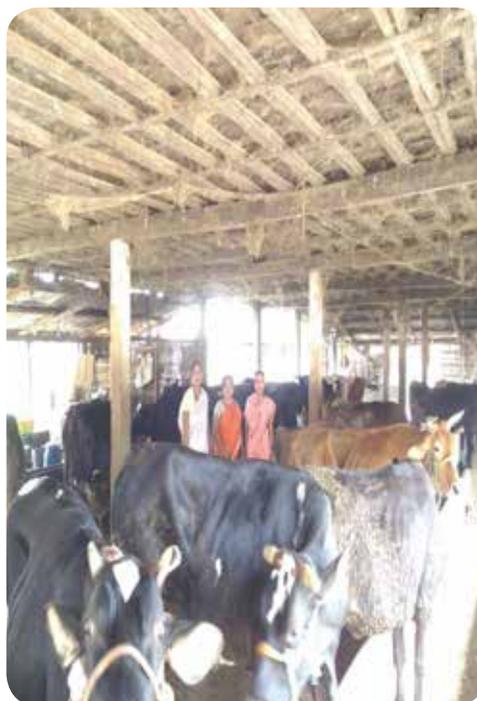
“When we took over, we made a pact that we wouldn’t argue about little things. We get along because the business is more important than who’s right and who’s wrong.”

— Judith Lowry, one of three second-generation sisters who own Argosy Book Store in New York City (Family Business Magazine, November/December 2016).

When three sisters-in-law from three different families with different upbringings come forward to revive an age-old family business of their father-in law, nothing can resist them from moving ahead. That was exactly shown

by the three SHG members of the Padmini SHG of Padumoni Block of Golaghat District.

The whole story started in the year 2013 at Tiruwal Village, Furkating GP when Mr. Debeswar Nath, a well known cattle cultivator from Furkating area provides a capacity building training to all the members of Padmini SHG about



dairy farming. For their further help, the SHG received an amount of 75,000 from ASRLM in the form of RF, KAMS & CIF, from which the family took loan to revive the lost business. But realizing the fact that small amount of loans will not suffice to start the lost business, they also took a bank loan of Rs. 7,50,000/- over a period of time (at the instalment of 1,00,000/-, 2,00,000/- and 4,00,000/-) which they are repaying till date.

With the help of bank loans the three members of the SHG procured cows of Jarcey Cross Holstein Friesian breed. With the passing time, they have increased the number of cows which at present accounts to a total number of 26 adult cows and 14 calves. The average milk produce in a day is approximately around 205 litres which earns them a daily sale of Rs. 10273/- on an average. Initially they started selling their milk in the Furkating Milk Counter named



Kamdhenu Milk Society apart from the neighbourhood business and own consumption. Gradually they started understanding the fact that engagement of middle man took a handsome amount of their profit.

For a more sustainable business they thought for a better market linkage and ended up starting a small outlet/shop named SURABHI at the Furkating railway station. Initially it was not of much profit, but gradually it started acting as one stop centre for the dairy requirement of the nearby areas, especially because of the strategic location of the centre. With the passing time, they also started manufacturing sweets, paneers, curd, creams from their own production of milk. Now a day they get orders of sweets, curd, creams and milk for marriages and other small occasions.

If we look into the cost economics, the family earns a monthly profit of more than Rs. 1, 15,000/- on an average.(Approx Rs. 53,940/- from selling of milk and Rs. 63,500/- approx from the outlet). With the intervention of ASRLM, they have learned to divide the shares in such a way that they took a fixed salary of Rs. 15,000/- per head per month and rest of the amount goes to their saving accounts of bank for repayment of bank loan, purchasing of new cows and other needs.

These three sisters in law have set an example for other SHG members of the Padmini SHG. But their success not only lies in the successful venture of dairy farming, rather they are successful in a way that they brought back to life a dying unit and now aptly helped by their husbands. These three women have really proved that if you set your mind on doing something, nothing can stop you from achieving success.

Initiative: Quail Farming:

Quail eggs are a rich source of protein, good cholesterol, vitamin B1, vitamin B2, and vitamin A. Compared to chicken eggs, quail eggs have six times more vitamin B1 and fifteen times more B2 vitamin. Quail meat also has equal nutritive value. Realizing the richness of nutrition, a huge market has come up in recent years for Quail eggs and meat. The Agriculture Department and Krishi Vigyan Kendra are also promoting the farming of quails and have imparted trainings to many SHG members on Scientific Management of Quail farming. Many SHG members have taken up Quail farming finding it profitable as it requires lesser investment in infrastructural development and feed.

As quail birds are smaller in size than poultry birds, it's very easy to establish a quail farm with small capital, and very low labour cost. The huge market demands for quail eggs inspired Quail farming in various parts of the state.



Name: Bandana Borghain, SHG member of Pankhi SHG

Block and District : Sadiya, Tinsukia.

Bandana Borghain, SHG member of Pankhi SHG under Shantipur GP came to know about Quail farming in the year 2017 from a friend of her who is also a supplier of Quail chicks. With the guidance of her friend and informations gathered from internet she started the Quail farm initially with 2000 chicks. She purchased Quail Chicks at the rate for Rs.40/- per chick and built a farm shed. For the investment of Rs.84000/-, she took a loan of Rs. 50,000/- and



contributed remaining amount by herself. From the month of August 2018- December 2018 she had a very minimal investment of Rs. 2400/- for feed.

Bandana sold the 1st batch of 1800 Mature Quail birds at the rate of Rs.100 per bird and thereby earned income of Rs. 1,80,000. During the same period, she also sold 6000 Quail Eggs at the rate of Rs. 6 per egg which gave her an income of Rs.36000/- taking the total amount to Rs.2,16,000/- .Therefore , at the very first attempt .She could make net income of Rs.1.20 lakhs .



Recently she has also bought an incubator in order to hatch the eggs in order to reduce the cost of Chick purchase. Chapakhuwa , a local market is a very nice platform for Quail Birds and Eggs besides her daily sales from home. She has inspired her fellow SHG members and they together aspire to make collective sales to Rowing market in Arunachala Pradesh where Quail bird and egg is in huge demand.

Name : **Sima Bora, SHG member of Lakhimi SHG**

Block and District: **North West Jorhat, Jorhat District.**

Sima Bora, who is a member of Lakhimi SHG of Srimoyee VO of North West Jorhat Development Block under Jorhat District have also ventured into Quail farming. In her neighborhood most of the villages are engaged in chicken rearing for self-consumption purpose as well as sales .She too was interested to open a poultry farm but due to financial crunch she could not find her ways towards her dream.

In the year 2017, Sima joined Lakhimi SHG which had built good corpus through RF, CIF, regular savings and interlending . She took

a loan of Rs.40,000/- in three phases and made regular repayments. With the support of ASRLM she established a link with Krishi Vigyan Kendra(KVK), Jorhat and eventually went for Quail farming . She collected Quail chicks from Bhagawatipara area of Titabar, Jorhat and initially started with 700 chicks. She earned a good profit of about Rs.43,927 by selling Meat and Egg. Later she expanded her business by purchasing 2000 chicks in different batches and till 15th March 2019 she generated a revenue of Rs. Rs.2,49,100 making a net profit of Rs.51849 from 1120 birds. She still has 880 Quail Birds of 18 days old . She is also providing chicks to other SHG members who are interested in Quail farming which adds her income of Rs.10,653/- monthly.





Initiative: **MISSION EGG**

Name : **Betoni Chapori**

Block and District : **Nazira, Sibsagar**

Mission Egg initiative was undertaken in the Nazira Development Block with the dual objective of economic empowerment and nutritional security of the rural poor especially “Women”. As we are aware, protein deficiency is a common phenomenon in the diet of the rural people and therefore the need of animal protein with high biological value present in meat and eggs was proposed to be addressed through the ‘MISSION EGG’ initiative. This initiative also aimed at providing a window of opportunity for income generation, thus paving the way for economic empowerment of the SHG members.

The ‘MISSION EGG’ initiative saw the light of the day through the efforts of officials of Nazira viz Shri Rajib Thapa, SDO©, Dr. Jagadish Barman, Veterinary Officer, members of Phehujali NGO of village BetoniChapori and the Nazira Block Mission Management Unit of ASRLM. The effort was an example of “Convergence” of different stakeholders for achieving synergy for successful implementation of the project Mission Egg- ঘৰে ঘৰে কুকুৰা with slogan:

চোতালতে কৰো কুকুৰা পালন ঘৰতেই পুষ্টিকৰ কণী উৎপাদন.

Awareness meetings were organized at the village level to encourage the rural households to take up poultry farming. Literatures were also distributed highlighting the benefits of rearing high yielding variety of birds and also common protocols for disease control to minimize loss of chicks. Names of interested farmers were then collected for enlisting them under the said project.

In the first phase, 7872 chicks (10-14 days old) were distributed amongst 663 SHG members of 8 Gaon Panchayats. The beneficiaries were also trained

LIVESTOCK



on scientific rearing of the chicks & practical demonstration on different way of vaccination procedures. Each beneficiary was provided with a vaccination card indicating the time frame for easy access of regular vaccination.

After rearing high yielding birds, the poor rural families have been able to partially fulfill the per capita consumption of egg and meat and selling surplus eggs and male birds to generate extra income. This income generating activity not only inspires the Self- Help Group members but other families are also taking this up as a livelihood activity. Till date the SHG members were able to generate revenue of nearly 13 lakhs through sale of eggs(Rs 7,18,157/) and meat (Rs 5,67,450/) against an investment of Rs 4,91,641/.





Initiative: **BAMBOO CRAFTS**

Name : **Junaki Nath of Rupali SHG,**
Block and District-**Demow, Sibsagar**

This is the story of Janaki Nath of NakatoniGoan who was widowed at a very early age and having to shoulder the responsibility of bringing up her two sons as a single parent. She joined Rupali SHG in 2006 which was revived in the year 2015 under ASRLM. The SHG members of Rupali SHG, like others in the village, are traditionally engaged in making bamboo crafts which is their main source of livelihood. Around 149 households of the village, mainly women, are engaged in making various items like Dola, Kula, Saloni, Pasi, Khorahi, Bahoni (Broom) etc of bamboo and sell them at a whole-sale rate to an agent to further sell them in potential markets.

The villagers purchase bamboo @ Rs 80-100 each and from one bamboo they can earn around Rs 600/-1500/, depending on the final product type. Junaki Nath with internal loans from the SHG purchases the raw materials for her bamboo craft making, and timely repayment makes it easy for her to be eligible for further loans. She makes an income of Rs. 1300/ per week approximately, taking her monthly income to Rs 5000/. Recently she took a loan of Rs.10,000/- from the Community Investment fund (CIF) in order to venture into more types of livelihood options. With the support and handholding of the Block unit of ASRLMS, she ventured into the Animal Husbandry domain and purchased 5 piglets, Ducks and Goats. Further, with the waste of the bamboo she has also made some decorative items like miniature Nangol, jakoi, khaloi, to be sold as souvenir items.

With conviction, passion and dedication, in spite of all hardships of several years, Junaki Nath is an empowered woman today. She has not only established her two sons in their life's journey but stands as an inspiration to many single parents that nothing is impossible if you have the support of your peers for which she thanks the members of RUPALI SHG.





Initiative: **SHITAL PATI- COOL MATS**

Name: **Milan SHG**

Block and District: **Matia, Goalpara**

Shital-pati making is a traditional livelihood activity of Dubapara and Paharisingpara villages of Dubapara GP under Matia Block of Goalpara district. 183 households in these two villages are engaged in making 'Shital pati'. They cultivate the Murta plants locally known as Patidoi' near the banks of the Dubapara river. After plantation it takes three years to get maturity and Shital Pati is made from the extracts of the matured plant.

25 nos of SHG promoted under ASRLM in Dubapara and Paharsingpara village are engaged in the making 'Shital Pati' and one such SHG is Milan SHG, of Paharsingpara. The SHG planted 8 bighas of Murta Plants (green cane) and from its plantation of the Patidoi plant they get the required raw material for making the pati. Through value addition these mats are further made into hand bags, purses, hats, seat covers, handheld fans , file folders, lampsheds etc.



10 SHG members are able to make 900 Shital Patis (4 feet X 6 feet) in a year which are sold @ Rs 500/- each. The return therefore works out to Rs 4,50,000/ per year ie 45000/ per member.

The SHG engaged in making Shital Pati items is currently working in an unorganized sector in their own households. They now envisage of establishing a Common Facility Centre where they can work together, work in abundance, make varied items and take forward this livelihood activity into a sustainable and profitable business. They are also looking forward for a storage unit for raw materials and finished products.

Initiative

Name: **Kanaklata SHG**

Block and District: **Barkhetri, Nalbari.**

FISH-DUCK INTEGRATED FARMING

Mukalmua is a place in lower Assam famous for its small seasonal homestead ponds which provides excellent opportunities for farmers through the development of small-scale fish culture enterprises. In recent years however, integrated fish farming has received attention in the North East India. Fish duck integrated farming is one such practice because duck dropping act as feed and fertilizer for cultured fish in the pond. Despite the vast aquatic resources, Assam has not been able to produce ample fish to cater to the needs of its ever increasing population. ASRLM in pilot basis has taken up this fish-duck farming in the Barkhetri Block.



Kanaklata SHG was formed in the year 2015 with 10 numbers of SHG members in the Narayanpur Mukalmua GP of the Barkhetri BMMU. Before coming into the SHG fold these women were working as daily wage labourer. That was neither a sustainable livelihood option nor enough for their hard work. With the active involvement of officials of BMMU Barkhetri, the SHG received several training and handholding support. They were also linked with fishery department and helped to avail bank loan of Rs. 1, 00,000/- in the year 2017.

Each of the members has a pond of 1 to 1.5 bighas at their home. After availing the loan, the SHG decided to invest a total amount of Rs. 22,700/- in 2

ponds of 1 bigha land each, in the year 2017 for fish farming. After the regular repayment of loan and other expenses, the total profit they earned was Rs. 33,600/- It brought hope to them and instead of dividing the profit among themselves; they re-invested the total money further and expanded their business.

In the year 2018, they increase the ponds to 11 bighas of land costing them an investment of Rs. 2, 65,000/-. By the end of the year they have earned a profit of Rs. 53,800/- from fishery and Rs. 13,100/- for duckery activities. The earnings are only till December, 2018 and in the next 3/4 months the income will further increase. Apart from the savings of the previous year, all the members have invested a minimum amounts from their own and shared the profit (As on December, 2018) as per the investment ratio. In an average each of the member earned a profit of Rs. 6,000/-.

Duck house can be constructed over the ponds because duck dropping act as feed and fertilizer for cultured fish in the pond. Duck gets its food naturally from the ponds. The profit of duck farming is multi fold as one the rural women gets a minimal daily income from selling its eggs in the neighbourhood itself.

With the success of this intervention, ASRLM is planning to expand the activity in a cluster approach based on availability of ponds in every household. The market for the fish is not an issue in that particular cluster due to the age long fame of the place for availability of fish. Wholesaler vendors from Guwahati are the main targets for this intervention.



BC Sakhi: **Anupoma Kerketta**
Block and District :**Titabor, Jorhat**

Mrs. Anupoma Kerketta hails from a very remote village named Sildubi under the Titabor Development Block, Jorhat. She completed her school studies from Gelabil High School, Borholla but could not continue further because of the financial crunch at her



maternal home. Though not able to attain much of educational qualification, Anupoma who was a bright girl had the urge to do something in life without being dependent of anyone. At the age of 25 she was married to a preacher of Believers Catholic Church, Bokahola, Titabar. In her new village after marriage, she came in contact with ASRLM officials in a SHG promoting drive conducted in her village. She, with her fellow village women formed the Evajyoti SHG in 2012 and took the responsibility of Secretary. She carried forward the SHG activities with great conviction and the information which she received through various trainings and exposures helped her a lot in her personal development. In the year 2014, when the ASRLM Titabar Unit called upon interested SHG members for Bank Mitra cadre, Anupoma wanted to explore her possibilities. Eventually after a selection process at the block level and subsequent trainings she was selected as Bank Mitra. She performed her duties as Bank Mitra with sincerity and was able to Bank link several SHG for credits. Because her hard work and sincerity she was recognized and appreciated by the Banks of Titabar town within a very short while. In March 2018, she was selected as BC Sakhi (Business Correspondence Agent/ Sakhi). Since then, Anupoma Kerketta is relentlessly working to mitigate many financial problems that are faced by rural people. By covering 11 villages, she is able to make 237 transactions amounting Rs.93000/- till date. Openings savings accounts, enrollment in insurance schemes, renewals, receiving of old age pensions, widow pension has become easy in the village where Anupoma is working. The village people across age groups are being benefitted.

The service of BC Sakhi has also helped Anupoma financially. With each transaction she is able to attain the incentives. She earns a respectable income of Rs. 7000-8000 monthly which has enabled her to live a self-dependent life. She is one inspiring story where coming into the ASRLM- SHG fold had helped a rural SHG women with very minimal qualification to rise and shine and at the same time benefit a lot of rural masses by making them financially literate.

**DEEN DAYAL UPADHYAYA
GRAMEEN KAUSHALYA YOJANA**





Today's skilled youth's tomorrow's prosperity – Impact Deen Dayal Upadhyaya – Grameen Kaushalya Yojana (DDU-GKY)

The Government of India has set an ambitious target for providing skill training to 500 million of its youth by 2022, which is in line with the estimated demand for skilled manpower over the next decade. As per the 2011 Census, India has 55 million potential workers between the age group of 15 and 35 years in rural areas. The statistics also reveal that many industrialised nations are facing an ageing population problem. These countries are expected to face a cumulative shortage of 57 million workers by 2020. These numbers represent a historic opportunity for India to transform its demographic surplus into a demographic dividend. Several Ministries have been assigned targets for skilling India's youth to contribute to the Government's vision for making India the skill capital of the world. In today's job market, lack of formal education, marketable skills and other constraints imposed by poverty place significant entry barriers. Deen Dayal Upadhyaya – Grameen Kaushalya Yojana (DDU-GKY), the skill training and placement programme of the Ministry of Rural Development (MoRD), is therefore, designed not only to provide high quality skill training opportunities to the rural poor, but also to establish a larger ecosystem that supports trained candidates to secure a better future. It occupies a unique position amongst other skill training programmes, due to its focus on the rural poor youth and its emphasis on sustainable employment through the prominence and incentives given to post-placement tracking, retention and career progression.





DDU-GKY follows a three-tier implementation model. The DDU-GKY National Unit at MoRD is the agency responsible for national policy-making, funding, technical support and facilitation. The DDU-GKY State Missions embedded in general within the State Rural Livelihood Missions (SRLMs) and NIRD&PR are envisioned to play a central role in providing co-funding and implementation support to DDU-GKY in the State; and the Project Implementing Agencies (PIAs) who implement the programme through skill training and placement.

ASRLM has been implementing DDU-GKY in the state. The target for DDU-GKY is given to the state on the basis of a three year Action Plan. The Govt. of India approved a target of 78,508 nos of youth to be trained during 2016-2019. ASRLM was a Year Plan State (YPS) till Feb, 2017 and approval and sanctioning authority of DDU-GKY project lied with MoRD only. During the YPS period, Govt. of India sanctioned 21 projects with a target of 49,792 nos. of youths to be trained over a period of three years. After becoming Action Plan State (APS), when the reviewing and sanctioning authority of DDU-GKY projects came to ASRLM, rigorous monitoring and review was done and targets of many PIAs were right-sized based on performance and one PIA was terminated. The remaining target of the action plan was approved and sanctioned largely during FY 2017-18 and FY 2018-19.

Year wise sanction of target:

Upto 2016	[49,792]*	33,747
2016-17		5,150
2017-18		27,433
2018-19		13,175

*Originally sanctioned by MoRD

Physical Achievement during the Year:

a. Allotment of Training target to PIAs: The Project Implementing Agencies are awarded DDU-GKY projects after a thorough screening done by NIRD&PR and after approval by the Project Appraisal Committee (PAC) of ASRLM headed by the Principal Secretary, P&RD Dept. During the FY 2018-19, five meetings of the PAC was held and a total target of 13, 175 (youth to be trained) was allotted to 20 PIAs.

Table 1: Allotment of training target to PIAs during FY 2018-19

Sl. No.	Date of the PAC Meeting	Total Target Allotted	Name of the PIAs whose Proposal got approved	Allotted Training Target
1	11-04-2018	1200	M/S Earthcon Constructions Pvt. Ltd.	1200
2	07-07-2018	4675	Maharashtra Academy of Engineering and Educational Research	1000
			Mainak Engineering Private Limited	560
			Sandip Foundation	600
			All India Institute of Local Self Government	560
			Sidh Trading Private Limited	500
			Rama Infotech Private Limited	1000
			Jai Kandele Developers and Promoters Private Limited.	455
3	22-11-2018	2790	M/S Veteran Facility Management Services Pvt. Ltd	790
			M/S PLS Auto Shell Industries Private Limited	700
			M/S Assam Professional Academy Society	500
			M/S Armeem Infotech Private Limited	800
4	21-01-2019	1790	MarkazulMa'arif	900
			IMPS Educational Trust	490
			Quess Corp Ltd.	400
5	28-02-2019	2720	Indovision Services Private Limited	700
			Ram Kali Devi SevaSansthan	500
			Rich Soya Products Private Limited	600
			Vizexec Transformation Pvt. Ltd.	470
			Society for Social Security and Empowerment	450
Total				13175

b. Training and Placement: Skill development of rural youth in various job roles/trades and offering them job placement in organised sector is the core activity of DDU-GKY. During the FY 2018-2019, ASRLM provided skill development training to 17,011 nos. of rural poor youth through 49

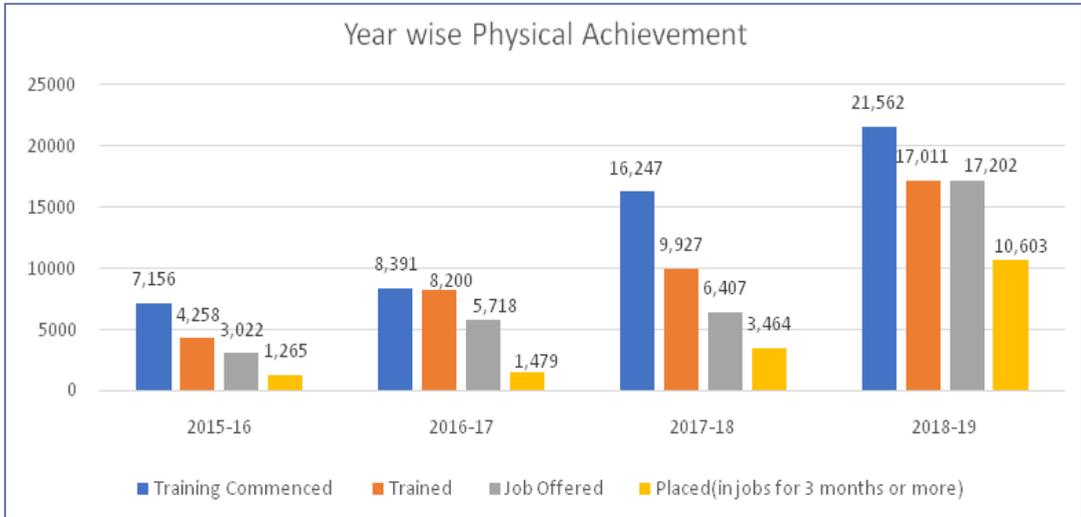
The Placement percentage has increased from 18% in FY 2016-17 to 62% in FY 2018-19. Likewise, the cumulative placement percentage also increased to 43% in FY 2018-19.

PIAs in 66 job roles spread across 14 Sectors. The placement numbers in the year has increased by three folds as compared to last year. In FY 2018-19, a total of 10,603 candidates were placed (completed 3 months or more in jobs) which is 62% of the total candidates trained during the year.

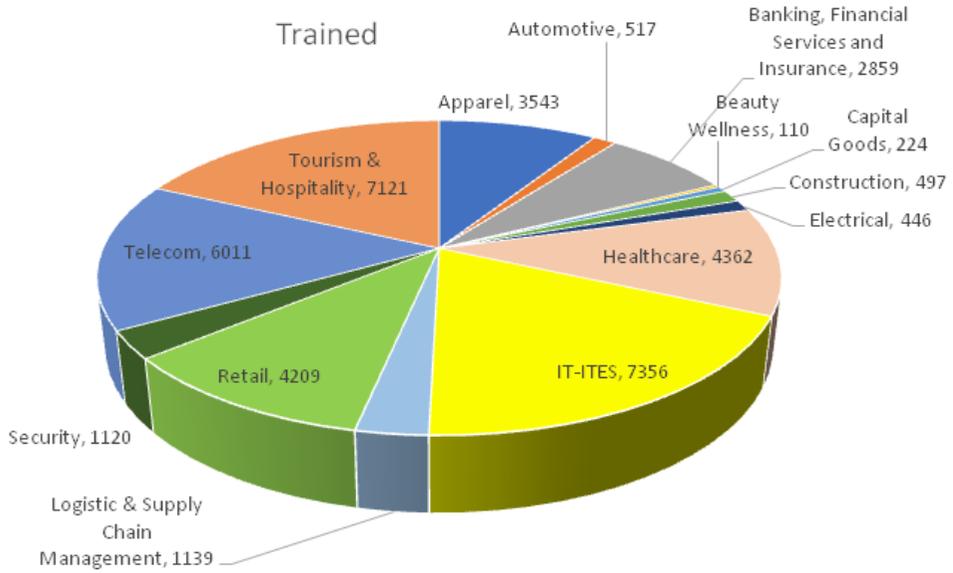


Year Wise Physical Achievement:

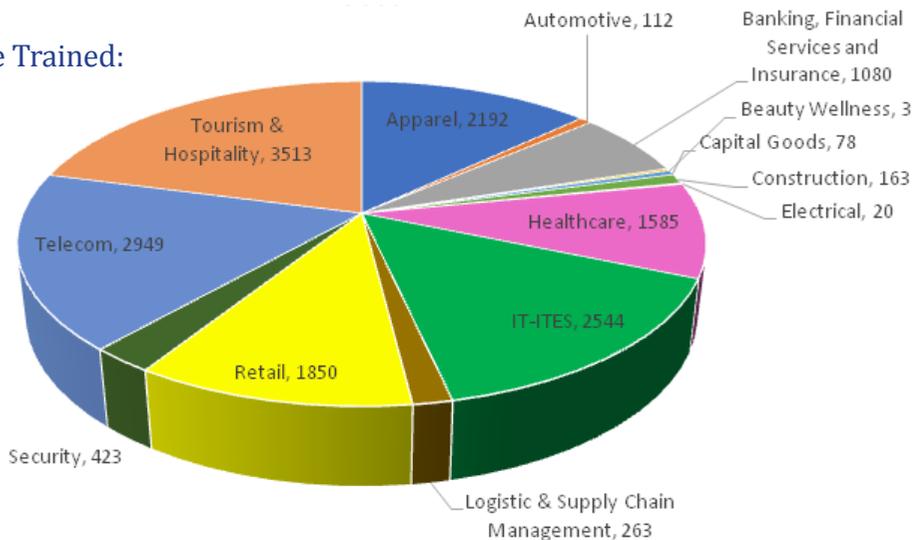
Year	Training Commenced	Trained	Job Offered	Placed (in jobs for 3 months or more)
2015-16	7,156	4,258	3,022	1,265
2016-17	8,391	8,200	5,718	1,479
2017-18	16,247	9,927	5,407	3,464
2018-19	21,562	17,011	17,202	10,603
TOTAL	53,356	39,396	32,349	16,811



Sector wise Trained:



Sector wise Trained:





SKILL UP RURAL INDIA

ASSAM STATE RURAL LIVELIHOODS MISSION



NOTEABLE EVENTS OF 2018-19





1st Alumni Meet at Tiruppur ,Tamil Nadu

Assam State Rural Livelihoods Mission (ASRLM) organised its 1st ever Alumni meet on December, 2, 2018, for the youth who were trained under the DeenDayal Upadhyay Grameen Kaushalya Yojana (DDU GKY) from the State of Assam and currently employed in different Manufacturing Knitwear Companies at Tiruppur (Tamil Nadu). More than 1200 youth from various Companies participated in the programme. They shared their experiences with fellow members and exchanged ideas. This vibrant programme provided them an opportunity to share their progress roadmap with others.

All the participants were trained under the DDU GKY programme and got good Placements in Tiruppur. ASRLM organised this Alumni meet to enable the participants share their experience, to network with each other, offer suggestions and improvements the programme, etc. The programme turned

WHY TIRUPPUR?

Tiruppur or Tirupur is in the Kongu Nadu region of the Indian state of Tamil Nadu and it is also one of the fastest growing cities of India. Tiruppur is a major textile and knit wear hub contributing to 90% of total cotton knit wear exports from India. The textile industry provides employment to over six lakh people and contributed to exports worth ₹200 billion (US\$2.8 billion) in 2014-15. Special Industrial Parks have been developed to support the textile industry in Tiruppur. Nethaji Apparel Park, Tirupur Export Knitwear Industrial Complex, SIDCO Industrial Estate and J.S.Apparel Park are a few that are operational. Nethaji Apparel Park has 53 companies manufacturing knitwear for exports. The NAP presently provides employment to 15,000 people and generates export revenue of Rs. 15 billion from the apparels produced in it. Tirupur Export Knitwear Industrial Complex was established in 1992 and has 189 sheds built over a 4200 square feet area. Some of the world's largest retailers including C&A, Nike, Walmart, Primark, Adidas, Switcher, Polo Ralph Lauren, Diesel, Tommy Hilfiger, M&S, FILA, H&M, Reebok import textiles and clothing from Tiruppur.

There are 4 Project Implementing Agencies (DDU-GKY) from ASRLM who operates the Sewing Machine Operator Trade & has Placed a considerable number of DDU-GKY trained Trainees at Tirupur & nearby areas in the State of Tamil Nadu.



out to a grand success and saw the participation of youth as well as their employers from different companies. Smt. Nandita Hazarika, State Mission Director, ASRLM, inaugurated the programme and delivered the inaugural address. In her address, the State Mission Director advised the participants to aim higher and stay motivated by continuously learning and improving themselves. She urged the youth to aim at reaching greater positions in career and also establish enterprises similar to the ones they are working for. He called for the youth to remember their roots and always think of contributing back to the regions from which they hail. The programme was also attended by Mr. Raja M. Shanmugam, President of Tiruppur Exporter’s Association (TEA) and officials from Nine manufacturing Knitwear Companies viz. Cotton Blossom, Jay Jay Mills, Victus ,Royal Classic, BTex, Garments,Akshara, Sahana , S.P. Apparels and SCM Garments.

At the end of the programme, the State Mission Director, ASRLM distributed prizes for 12 best youth nominated by employers based on the work tenure and salary earned & winners of the Six sports events was also organised as a part of the event. The main event was followed by a cultural Programme by the youth.



State Employers' Meet

Assam State Rural Livelihoods Mission (ASRLM), under the Panchayat and Rural Development Department, Government of Assam is implementing the DeenDayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) in Assam with the objective of enhancing the skill sets of rural youth by providing training in various job roles and of creating job opportunities. The target of this scheme is to train 78,508 rural youth of Assam within a three-year period from 2016 to 2019 and to place them in jobs with regular wages.

However, the skill development scenario in Assam was not very promising. North Eastern Development Finance Corporation Ltd. (NEDFi), conducted a study titled "Market Demand Study of Jobs in the State of Assam and Related Skills required under DDU-GKY" in which a total of 1179 business establishments (including micro-sized, small sized, Medium Sized and large Sized establishments) in 12 districts of Assam were covered. As per the Report, it was observed that in one hand students were not willing to migrate to other states for job sake and on the other hand there was a huge demand from the establishments within Assam. The major challenge was the gap between the PIAs and the State/local Employers and it was not easy for the PIAs to reach out to a large number of units spread across the state. Hence, it became crucial for ASRLM to take steps along with the PIAs and other stakeholders to reach out to such willing establishments located throughout the state. To address all these issues, ASRLM took a significant step forward and conducted the First Ever Employers' Meet in Assam on the 5th of April, 2018. This first of its kind exercise witnessed active participation of 98 local firms/companies.





The objective of the event was not only to improve the awareness of the DDU-GKY scheme amongst the Micro, Small, Medium and Large sized established within the State but also to create a network of Micro-sized, small sized, medium and Large Establishments which can tap the human resource pool available with the PIAs to meet their demands.

The 1st Employers' Meet was inaugurated by Smt. Nandita Hazarika, State Mission Director, Assam State Rural Livelihoods Mission. She spoke on the objectives and functions of ASRLMS and the importance of the Meet. Smt. TenzingChoesang, the Regional Representative, N.E. Region & W.B., DDU-GKY, MoRD, who was also present in the Meet gave an overall perspective on the Skill development scenario of the North East. Sri. Amrit K Borah, Chief Operating Officer (Skills) ASRLM was also present in the Event.

The event bridged the gap between the Project Implementing Agencies (PIA)s and the Micro, Small, Medium and Large sized established within the State. It was also beginning of a system where there is continuous and meaningful exchange of ideas between the business establishments, PIAs, other stakeholders and the Government for betterment of the rural youth. The event was considered a fruitful one as after the event a total of 1200 candidates were offered jobs & 700 joined various Jobs in different trades.





The CXO, 2019

In order to realise the vision of building a skilled Assam, it is essential to build a congenial environment with better job opportunities for the unemployed rural youth trained under DDU-GKY, Assam for employment not only in Assam but outside the state as well. At the same time, it is also crucial to create a system involving the potential organizations, PIAs, other stakeholders and the Government wherein there is continuous and meaningful exchange of ideas for betterment of the rural youth through skill development.

Keeping these basic objectives, in mind, Assam State Rural Livelihood Mission envisaged the “CXO Meet, 2019” which was organized on 7th of February, 2019 at Hotel Radisson Blu, Guwahati. CxO Meet in simple words means a summit of senior officials of reputed national level firms/companies who represent the Heads of their respective Organization.

A total of 50 Companies which included 36 (Thirty-six) Reputed Companies outside Assam & 16 (Sixteen) Companies from Assam participated in the Meet. The participating companies were from varied sectors viz Hospitality, Healthcare, Logistics, Retail, BPO, Automotive, Security, Construction, Manufacturing, Electronics & Banking & Finance. Some of the major private giants (Companies) which participated in the Meet were Ola, Piaggio, Maruti Suzuki, Khadims, Agarwals Packers & Movers Ltd, Gati, Sodexo, Café Coffee Day, Apollo Hospital, Devyani International, Volvo Eicher, ITC Fortune, Hyundai Motors, Godrej & Boyce, Lords Hotel & Wipro among others.

The Meet was inaugurated by Dr. J.B. Ekka, Principal Secretary, Panchayat & Rural Development, Government of Assam. Smt. Nandita Hazarika, State



Mission Director, Assam State Rural Livelihoods Mission gave a presentation giving an overview of the skill development and Placement scenario of Assam and also emphasised on the future objectives of the State in regard to Skill Development. Smt. TenzingChoesang, the Regional Representative, N.E. Region & W.B., DDU-GKY, MoRD& Sri. Amrit K Borah, Chief Operating Officer (Skills) ASRLM were also present to grace the occasion. After the initial key addresses, there was an interactive session with all the participating companies in the Meet wherein several suggestions were shared. These ideas and recommendation of the participating companies will be taken into consideration while designing the strategy for the way forward. The major success of the Meet can be gauged by the fact that after the Meet 318 job offers were made & 89 candidates joined Jobs.

This meet not only was a pivot which gave rise to meaning association with the participating companies, PIAs and ASRLMS but it was also a confluence of innovative ideas and knowledge which evolved out after the interaction with the participating members





**CASE STUDIES
DDU-GKY CANDIDATES**





Assam State Rural Livelihoods Mission (ASRLM), under the Panchayat and Rural Development Department, Government of Assam was established to address the challenges of rural poverty in the State by providing support for livelihood. Through the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), ASRLM stands steadfast in its resolution to enhance the skill sets of rural youth by providing training in various job roles and of creating job opportunities.

The success of the scheme can be measured from the fact that numerous youths of the State have been trained under the scheme and have been placed in various regional, national as well as international organisations. In the year 2018-19, 10603 numbers of DDU-GKY trainees have been placed. From the vast range of progress stories of candidates placed in different organisation, ASRLM has selected two male candidates and two female candidates as the best success stories based on their career progression. A short account of the best Candidates is given below

Name :Abadulla

Name of the Organization: Ajmal Internationals .

Place: Qatar

Abadulla, son of Mokkdas Ali and Monowara Begum was a resident of Kaknimpara in the district of Karimganj, Assam and his family consisted of five members including two siblings of Adadullah. Abdullah's father worked as a daily wage labourer who had a very tough time in making the ends meet for his family. Despite the difficulties faced, Abadullah's father helped him in completing his studies from Karimganj College in the year 2017.

After completing his graduation, he got to know about a Skill Development Initiative by the Govt. of India DDU-GKY and he attended the mobilization drive of DDU-GKY organized by Ajmal Foundation, where he was sensitized about skill development. Understanding the potential of the initiative, he enrolled himself for training of Sales Person-Retail training course of three months under Ajmal Foundation.



**Abadulla
Karimganj, Assam**

*Current Job Location:
Qatar*

*Current Salary (CTC):
5083 QAR (INR
96211.32)*

*Starting Salary (CTC):
2150 QAR (INR*



During training, he got in-depth knowledge and training on retail sales, soft skills, spoken English & personality development which helped him to clear the interview conducted by Ajmal Internationals for their Qatar Operations.

Presently he is working as Trainee Counter Salesman in Ajmal Internationals based at Qatar Location. His starting salary was 2150 QAR (INR 40695.33). Through his hard work and sincerity, he steadily made progress in his work and currently he is earning 5083 QAR (INR 96211.32) which helped him to bring a drastic change in his family’s financial condition and his family is leading a very happy life now indeed.

The entire team of ASRLM, wishes him best for his future endeavours

Rubul Islam Choudhury

Organization : Ajmal Internationals

Place: Qatar

Rubul Islam Chowdhury, son of Lt. Nizam Uddin Chowdhury, was a resident of Podumoni, Murajhar Distt. Hojai (Assam) and he is the youngest of his ten siblings in his family.

Despite being brought up in a family facing financial constraints, he managed to complete his graduation in 2016 from ADP College, Nagaon. Soon after completing graduation, he lost his father on July 2016. To support himself for higher education, he went to Mumbai and started working as a cab driver and also took admission in Azam Campus for completing his further studies (M.A in English). However, he could not earn money to meet his day-to-day needs in Mumbai and he was forced to come back to his village leaving his studies and he remained jobless for few months.

During his stay in village, he attended a mobilization drive of DDU-GKY conducted by Ajmal Foundation, where he enrolled himself for training of Sales Person-Retail training course of three months.



**Rubul Islam Chowdhury
Nagaon, Assam.**

*Job Location: Qatar
Current Salary (CTC):
5319 QAR (INR 100678.35)
Starting Salary (CTC):
3150 QAR (INR 59623.39)*



During training, he gained knowledge on retail sales, soft skills, spoken English & personality development which helped him to clear the interview conducted by Ajmal Internationals for their Qatar Operations.

Presently he is working as Trainee Counter Salesman in Ajmal Internationals based at Qatar Location and his starting salary was 3150 QAR (INR 59623.39). By dint of his dedication and efficiency, he made steady progress in his work currently he is earning 5319 QAR (INR 100678.35).

This job helped him to bring a drastic change in his family's financial condition. Recently, he helped his brothers to buy a tractor so that it could help his family in ploughing the fields. ASRLMS wishes him best for his future endeavours.

Deepsikha Borah

Organization: Concentrix

Place : Kolkata

Deepsikha Borah hails from a small village in Assam known as Xuru Moinaporia, in Jorhat District. Her family consists of her Mother, an elder & a younger Brother. She lost her father at a young age. Although the financial condition of her family was not very strong, she completed her studies from Govt High Secondary School, Longding, District Chirang on 2012.

Thereafter, she got to know about the skill development initiatives under the DDU-GKY and being sensitized about the potential of the scheme, she enrolled herself with the BPO trade under Orion Edutech Pvt Ltd and completed her three months Course.

The Training under DDU-GKY was very helpful in bringing about a complete transition in her attitude and personality. From a shy simpleton from a village she became a confident and spirited person. The results in her internal and external



**Deepsikha Borah
Jorhat**

Job Location : Kolkata

*Current Salary (CTC) :
17,000*

Starting Salary (CTC) : 8600



assessments were very good. He appeared for campus placement and got selected in Concentrix, a leading BPO in Kolkata. She started with a Salary of Rs. 8600 and through her sheer hard work and sincerity, she got promoted to the position of Senior Advisor in her Organisation. Currently, she is earning a salary of Rs. 17000/-

Her remarkable career progression has not only made her best candidate under DDU-GKY but also an ideal example of women empowerment for many girls from her village. ASRLMS wishes her best for her future.

Leena Hazarika

Organization: Cotton Blossom

Place: Tirrupur, Tamil Nadu

Leena Hazarika belonged to an economically poor family from a village in the District of Sonitpur, Assam. Her father who is a farmer, is the only bread earner of the family. Their monthly income was a meagre Rs 5000.

Her family consisted of 5 members including her parents, brother who was physically challenged and a younger sister and herself.

Because of the condition of her elder brother, she felt responsible to take on the responsibility of her family and support them.

She was informed about the DDU-GKY program from the block and during the Mobilization camp it was found that she was interested in trade of Sewing machine operator and she pursued to go forward in this trade. After clearing all the formalities, she took admission at the Training center of Endeavor

Careers Pvt Ltd where she excelled in both theory and practical training. She was also first recipient of internal motivational program called Champs under Endeavor Careers Pvt Ltd. She was very keen to learner and after the completion of her training she got recruited in Cotton Blossom Pvt Ltd in February 2018 which is located in Tirrupur, Tamil Nadu. She started with a salary of Rs. 12,014/-. Her performance in her job was exemplary which made her get an 33% increment in her CTC. Her dedication and efficiency made her



**Leena Hazarika
Tezpur, Sonitpur**

Job Location: Tamil Nadu.

Current Salary: Rs. 14,659/-

Starting Salary Rs. 12,014/-

CASE STUDIES DDU-GKY CANDIDATES



achieve the best employee award for the month of January 2019. Her current salary is Rs. 14,659/- which helped her contribute to her family's income back home. ASRLMS wishes her a bright future and steady progress in her work.

These candidates are gems for their respective PIAs and ASRLMS wears their career progression as badges of pride and motivation. Their success stories will encourage the future pool of DDU-GKY trainees not only to build a sustainable livelihood for themselves and their families but also to forge ahead in their lives

DDU-GKY
Eteen Dapoi Uppachhaya
Gramseeti Kauchhaya Yojana
Empowering India • Powering the World

DDU-GKY
Eteen Dapoi Uppachhaya
Gramseeti Kauchhaya Yojana
Empowering India • Powering the World

DDU-GKY
Eteen Dapoi Uppachhaya
Gramseeti Kauchhaya Yojana
Empowering India • Powering the World

**TOGETHER
TOWARDS
A SKILLED
ASSAM**

ASSAM STATE RURAL LIVELIHOODS MISSION



OUR PROGRESSIVE PARTNERS





**LIST OF PROJECT IMPLEMENTATION AGENCIES (PIAs),
TRAINING CENTRES LOCATIONS AND TRADES UNDER THE DDU-GKY
PROGRAMME OF ASRLM**

Sl. No.	Name of the PIA	No's of Functional TCs	Location of the Training Centre	Trade
1	Orion Edutech Pvt.Ltd.	3	Sewali Path, Hatigaon, Guwahati	Food & Beverages Services
			Rukminigaon, Opp to HDFC Bank, Guwahati	Customer Care Executive
			Boragaon, Guwahati	Food & Beverages Services
2	JIS Foundation	3	Garigaon Road, Satmile, Guwahati	BPO (Non Voice) and Integrated Course in Hair, Skin and Makeup
			Khanapara, Near KV Khanapara, Guwahati	
			Rupnagar, Guwahati	BPO (Non Voice) &
3	Apollo MedSkills Pvt.Ltd- 1	4	H/No-2, Chilarai Nagar Path, Bhangagarh, Guwahati-5	BPO (Non Voice) & Hospitality Assistant
			Lahowal College Campus, Dibrugarh	GDA & Phlebotomy Technician
			No- 7, SaptaSwahid Path, Bye Lane-1, Dispur, Guwahati-6	Pharmacy Assistant
			Khetri, Dist- Kamrup-782403	Pharmacy Assistant
4	ICA Edu Skills Pvt.Ltd	6	Jorhat, Assam-785001	Accounting & Back Office
			Adabari , Guwahati-781012.	Accounting & Back Office
			Zoo Road, Guwahati	Accounting & Back Office
			Lakhimi Path, Beltola Tiniali, Guwahati-781028.	Accounting & Back Office
			Hatigaon, Guwahati	Accounting & Back Office
			Amina Path, Saatgaon, Guwahati	Retail
5	NIIT Yuva Jyoti Ltd. (P-I)	2	Kahilipara, Guwahati, Assam-780019	Retail
			Shiv Bari Link, Hojai, Assam	Customer Care Executive
6	Gram Tarang Employability Training Services	5	Tezpur Town, Dist: Sonitpur, Assam	Sewing Machine Operator (SMO)
			Chabua, Dibrugarh	Sewing Machine Operator (SMO) & Customer Care Executive (CCE)
			Bongaigaon	Sewing Machine Operator (SMO) & Fitter
			Rowta, Udalguri	Sewing Machine Operator (SMO)
			Byrnihat, Meghalaya	Industrial Sewing Machine Operator (ISMO) and Fitter Fabrication



Sl. No.	Name of the PIA	No's of Functional TCs	Location of the Training Centre	Trade
7	Markazul Ma'Arif	1	Madani Nagar, Hojai, Assam-782435	Bedside Assistant & BPO- Voice
8	Safeducate Learning Pvt. Ltd	4	Khutikatia, Nagaon	Accounts Asst. using Tally & Warehouse Operator
			Bhewarghat, Managaldai, Dist: Darrang, Assam	Retail
			Jalukbari, Guwahati	Retail & Warehouse Operator
			VIP Road, Guwahati	Warehouse Operator
9	Disha Educational Society	2	Sonapur, Kamrup (M)	BPO Voice
			Hatigaon, Guwahati	BPO & Retail
10	NISA Industrial Services Pvt.Ltd.	3	Nijara Path, Pakiza Nagar, Sijubari Chariali, Hatigaon, Guwahati	Hospitality Assistant & Security Guard General
			Kahilipara	Security Guard General
			Mirza, Guwahati	House Keeping
11	Quess Corp.	3	J.Goswami Commercial Complex, Kasijan, Jogipara, P.O: Guwahati Airport, P.S: Azara, Guwahati-781015	Tourism & Hospitality
			Japarkuchi, P.O: Chowk Bazar, Nalbari Town, Assam-781334	Domestic Data Entry Operator
			Japorigog, Krishnanagar, H/No: 12, Maszid Road, P.O: Dispur.Ganeshguri, Guwahati-781005	Retail, Domestic Data Entry Operator
12	NIIT Yuva Jyoti Ltd. (P-II)	2	Near Chowkidingi, Dibrugarh, Assam	BPO-(Domestic Voice)
			T.R.Phukan Road, Choladhora, Opp to Rodali Bibah Bhavan, Jorhat, Assam-785001	BPO-(Domestic Voice)& Retail
13	Indian Institute of Skill Development	1	Bora Commercial Complex, H/No: 308, VIP Road, Near Axis Bank, Narengi, Guwahati-781026	Helper Electrician &
			Bonda, Guwahati	BPO Non Voice
14	Jagruti Foundation for Rural Development	1	H/No:34, 3rd Bye Lane (Left), Kalaguru Bishnu Rabha Path, Beltola Tiniali, Guwahati-781028	Hospitality Assistant



Sl. No.	Name of the PIA	No's of Functional TCs	Location of the Training Centre	Trade
15	Inductus Consultants Pvt Ltd	2	Friends Path Hatigaon	BPO - Voice
			Gotanagar, Guwahati	
16	Indiacan Education Pvt Ltd	10	Makum Road, Changmai Gaon, Tinsukia	Retail & Customer Care Executive
			Kachari Road, Goalpara	F & B Services, & Customer Care Executive
			Borpara, Bongaingaon	F & B Services, Retail & Customer Care Executive
			Tezpur, Sonitpur	Retail & Customer Care Executive
			Tarapur, Silchar, Chachar	F & B Services, Retail & Customer Care Executive
			Dibrugarh	Retail & Customer Care Executive
			Darrang	F & B Services, Retail & Customer Care Executive
			Gota Nagar, Guwahati	F & B Services Steward & Customer Care Executive
			Barpeta	F & B Services Steward & Customer Care Executive
	Dhubri	F & B Services, Retail & Customer Care Executive		
17	Kapston Facilities Management Pvt Ltd	2	Sixmail, Guwahati	Retail
			Panjabari	BPO Non Voice and Hospitality Assistant
18	Vidyajyoti Educational Society	1	Chandigarh	Sales Person-Retail, Hospitality-Cook General, Housekeeper, Hospitality Assistant
19	Surya Wires	1	Sonapur, Kamrup (M)	Retail- Team leader and Delivery Cell Management
		1	Saukuchi, Guwahati	Retail Team Leader
20	Orion-II	1	Hengrabari, Guwahati	BPO Voice cum Computer Hardware Assistant
		1	Panbazar, Guwahati	BPO Voice cum Computer Hardware Assistant
		1	Rukminigaon Guwahati	
21	Apollo Med Skills Project-II	1	Khetri	Dialysis Technician
		1	Bhangagarh, Guwahati	Emergency Medical Technician
		1	Dibrugarh	Medical Labrotary Technician
22	Think Skills Consulting Pvt. Ltd.	1	Lokhara, Kamrup (M)	GDA and F&B Service
23	Ajmal Foundation	1	Hojai	Retail, Hospitality , BSA, Accounting and BPO Voice



Sl. No.	Name of the PIA	No's of Functional TCs	Location of the Training Centre	Trade
24	Frostees Export Pvt. Ltd.	2	Kamrup , Zoo Road	Basic car servicing, Basic automotive servicing 2 & 3 wheeler, Automotive sales Lead Retail & Front Office cum Receptionist
			Silchar	Basic Car Servicing and Basic Automotive Servicing
25	Margdarshak Financial Services Ltd.	2	North Lakhimpur	Business Correspondence & Bedside Assistant
			Karimganj	Business Correspondent
26	NEDC	1	Kheraikuchi, Kamrup (M)	Asst. Electrician
27	Endeavor Careers	1	Panjabari, Guwahati	SMO
		1	Bongaigaon	CO2 Welder
28	Wazir Advisors	1	Sonitpur	SMO & SMO Knit
		1	VIP Road, Guwahati	SMO
29	Rojgar Vikas Education	1	Maligaon, Guwahati	Departmental Manager
		1	Nagaon	Departmental Manager and SMO
		1	Lakhimpur	Electrician Domestic and Computer Hardware Asst.
30	Teamlease	1	Ganeshguri	BPO Non Voive, BPO Voice & Spoken English and Communication Skill
		1	Sivasagar	Retail Sales Associate
		1	Lakhimpur	F&B Services
		1	Barpeta	Retail Sales Associate
		1	kahilipara	BPO Non Voice
		1	Sonari	F&B Services & Retail Sales Associate
31	Donbosco	1	Sonitpur	F&B Steward
		1	Kharghuli, Guwahati	Front Office Associate and Customer care executive
		1	Amguri, Kokrajhar	Food & Beverages Services
32	Empower Pragati	1	Sorusajai, Guwahati	Domestic Data Entry Operator, Retail and Hospitality
		1	Jagiroad	Domestic Data Entry Operator and Retail Trainee Associate
33	NRDS	1	Khorabari, Udalguri	DTP and Print Publishing Assistant and Computer Hardware Assistant
34	Gem Learning	1	Nagaon	Small & Medium Enterprise Officer, Business Correspondent
35	Luit Education Services	1	Chandmari, Guwahati	Hospitality Assistant, F&B, Front Office cum Receptionist
36	Terrier Security Services	1	Borjhar, Guwahati	Unarmed Security Guard
		1	Azara, Guwahati	



Sl. No.	Name of the PIA	No's of Functional TCs	Location of the Training Centre	Trade
37	Sumathi Corporates	1	Nagaon	Hospitality Asst. , Asst. Fashion Sales and Showroom Representative and Basic Electrician
		1	Sijubari, Guwahati	Hospitality Asst. and Asst. Fashion Sales and Showroom Representative
		1	Jalukbari, Guwahati	Asst. Fashion Sales and Showroom Representative and Basic Electrician
		1	Mirza, Guwahati	Asst. Fashion Sales and Showroom Representative and Hospitality Asst.
38	ICA EduSkills Pvt. Ltd. - II	1	Kalapahar, Guwahati	BPO Non Voice
		1	Dhubri	Hospitality Assistant
		1	Bongaigaon	Basic Electrician
39	Gyanjyoti Foundation	1	Kokrajhar	Food & Beverages Services
		1	Guwahati	General Duty Attendant Supervisor
40	Doric Multi Media	1	Odalbakra, Guwahati	General Duty Assistant (GDA)
41	ACME	1	Kokrajhar	Computer Hardware Asst.
42	Amazing	1	Nalbari	Repair & Maintenance of Domestic Electronic Appliance and Security Supervisor
		1	Chandrapur, Guwahati	Security Guard General
43	Markazul maarif II	1	Hojai	BSA and BPO Voice
44	Shri Siddhivinayak	1	Tinsukia	Blood Bank Technician and Banking & Accounting
45	NSHM Udaan Skills	1	Guwahati	Automotive Service Technician
		1	Tezpur	
46	Earthcon	1	Guwahati	Repair and Maintenance of Domestic Electronic Appliances
47	Vinayak Education Society	1	Guwahati	Pyjama and Trouser Making and Basic Car Servicing
48	Orion Security Solutions	1	Dibrugarh	Unarmed Security Guard and House-keeping Attendant
49	Mainak Engineering	1	Mirza Guwahati	Bar Bender
50	Jaikandele	1	Tinsukia	Nursing Aid
51	SIDH Trading	1	Sonitpur	SMO and Showroom Hostess Customer Relationship Executive
52	RAMA Info-tech	1	Kamrup Chandrapur	Repair and Maintenance of Domestic Electronic Appliances
53	Veteran Facility	1	Bonda, Guwahati	Security Guard General
Total		119		

BEST PROJECT IMPLEMENTING AGENCY (PIA)

Assam State Rural Livelihoods Mission is implementing the DDU-GKY scheme in a Public Private Partnership (PPP) mode through the Project Implementing Agencies (PIAs) selected through a process of appraisal of their capacities and capabilities. The PIAs facilitates technical support through their centres and builds a positive ecosystem where quality skill training is imparted to the rural poor youth on a specific trade. They not only build capacity of the trainees on a specific trade but also facilitate placements for the trainees. The Key functions of the PIAs are Mobilization, Training, training assessment & certification, placement and post placement support

As the PIAs are one of the main pillars of the DDU-GKY scheme, hence their functioning is key to its success. ASRLMS has always been dedicated towards bringing out superior quality of functioning from the PIAs so that more and more rural youths of Assam get the benefit from the scheme and are in a position to build a good quality of life and livelihood for themselves and their family. Currently ASRLMS has Fifty three (53) number of PIAs under the DDU-GKY scheme and most of them have been working tirelessly for imparting high quality training and placement facilities.

ASRLMS has reviewed the PIAs based on various criteria and has selected the best performing PIA for the previous year 2018-19. The criteria were number of Students trained in comparison with their target, placement percentage achieved, Training center capacity utilization percentage achieved, completion and certification of External assessment. Based on these qualifications, the PIA which scored the highest was “GRAM TARANG EMPLOYABILITY TRAINING SERVICES”. Though other PIAs have shown commendable work in few criteria. Gram Tarang Employability Training Services” have shown remarkable progress in each of the Criteria





“GRAM TARANG EMPLOYABILITY TRAINING SERVICES”

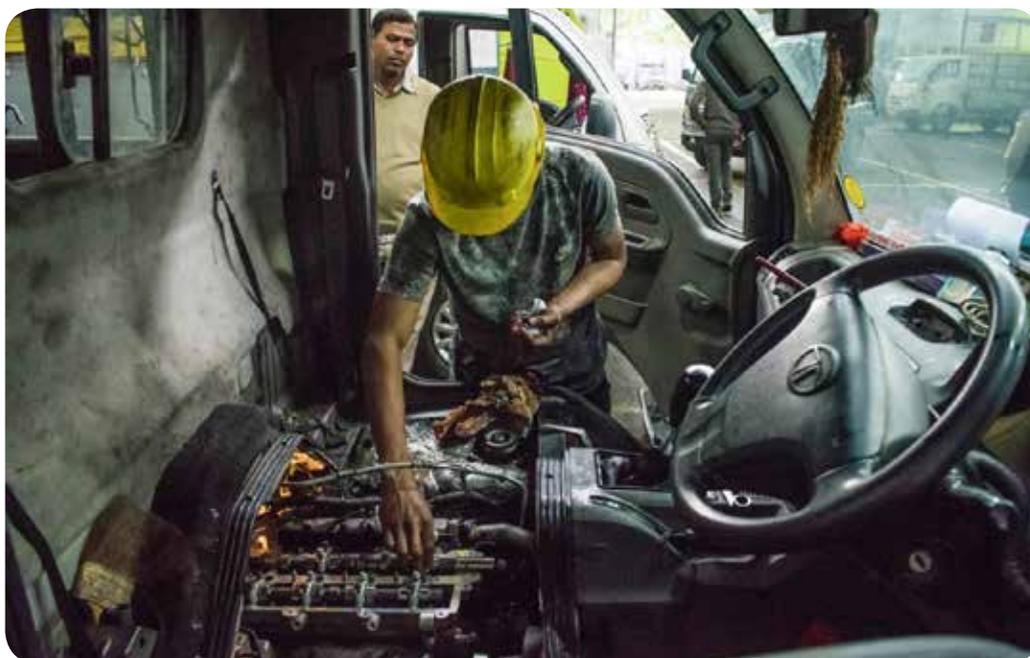
Gram Tarang Employability Training Services Pvt. Ltd. is a social entrepreneurial initiative in skill training working in largely underdeveloped regions of the country and is committed towards providing young people with high quality vocational education & skill training, relevant & recognized certifications resulting in meaningful employment & successful careers in the organized sector.

Under the DDU-GKU scheme in Assam they cover 23 districts viz Jorhat Cachar, Barpeta, Dhemaji, Dhubri, Goalpara, Hailakandi, Karimganj, Morigaon, Nalbari, Sivasagar, Udalguri, Bongaigaon, Sonitpur, Baska, Darrang, Dibrugarh, Golaghat, Kamrup, Lakhimpur, Nagaon, Dima hasao and Tinsukia. They currently have four number of Training centres throughout Assam

At present they are offering trades like Sewing Machine Operator, Fitter & Industrial Helper, Customer Care Executive and Retails Operations.

In the previous year 2018-19, they have achieved 94% of Training Centre Capacity Utilization and 62 % placement has been achieved. External Assessment has been completed of 2829 trainees and 677 number of trainees has been external assessment certified.





BEST TRAINING CENTER

The technical support of the Project Implementing Agencies (PIAs) are given through the Training Centres. It is the hub where the rural youth are imparted skill training on a specific trade. Therefore, the Training Centres are integral part of the Project Implementing Agencies (PIAs) and have to comply with the norms and standards mentioned in the Standard Operating Procedures of DDU-GKY. They deliver the program using industry relevant training, technology enabled and innovative training content. It is also mandatory to build the capacity of the trainees using qualified trainers, effective & engaging training methods, work readiness inputs, and job-oriented counselling. At the same time, these training center must have a positive environment so that it can nurture the skill as well as the attitude of the trainees which can help them become confident, efficient and sincere work force.

There are Fifty-three (53) number of PIAs under the DDU-GKY and they are operating through Hundred & Nineteen (119) number of Training Centres. The functioning of the PIAs depends on the functioning of the Training Center. Hence, Assam State Rural Livelihood Mission has selected the Best Training Center based on criteria such as Maintenance of the Training Center, look and feel of the classrooms, practical laboratories, technical Laboratories etc., facilities given to the trainees, Capacity Utilization of the Training Centres and the like. Based on these standard, the Guwahati Center of Frostees India Pvt. Ltd. has been selected as the Best Training center for the year 2018 -19.

“FROSTEEES INDIA PVT. LTD: GUWAHATI CENTER”

Frostees India Pvt. Ltd. Was established in 1998 and is one of the largest Automobile Dealership Group in Eastern India. Besides Skill development, it has a diversified business portfolio comprising of Automobile Dealerships, Spare Part Distributorships, Fast food Restaurants and Education. The company has been empanelled as PIA in DDU-GKY project by Ministry of Rural Development (MORD) with the target of 1200 BPL candidates to train in Automotive & Hospitality Sector. There are two Training Centres in Assam, one of which is at Guwahati and other at Silchar. Under Automotive sector there are three trades which are being presently covered which are as follows; -

- (a) Basic Car Servicing,
- (b) Basic Automotive Servicing 2&3 Wheeler &
- (c) Automotive Sales Lead-Retail.

Under Hospitality sector they are imparting training on one trade i.e., Front Office Cum Receptionist.

The Centre which has been selected as the Best Training Center is in Guwahati. The ambience of the Centre is very positive and due importance is given to the look and feel of the Centres as it influences the mindset of the trainees trained there. They have 5 (Five) Theory Class Rooms, 1 (One) Four-Wheeler Lab, 1 (One) 2&3 Wheeler Lab, 1 (One) Sale Lead-Retail Lab & 1 (One) IT Lab. There has been 82 % of Capacity utilization by the Training Centre in Guwahati.





FINANCIAL REPORT

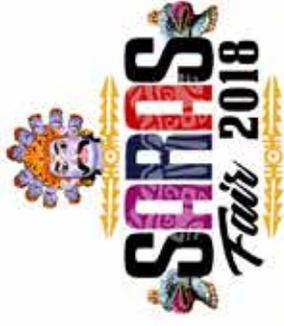




FINANCIAL PERFORMANCE FOR THE FY 2018-19

(Rs.in crores)

PROGRAM	OPENING BALANCE (including Other Receipts)	FUND RECEIVED		TOTAL FUND AVAILABLE	EXPENDITURE	% OF UTILIZATION
		CENTRAL SHARE	STATE SHARE			
DAY-NRLM	20.51	181.58	19.68	221.77	202.31	91.22 %
DDU -GKY	25.64	88.17	9.80	123.61	53.88	43.58 %
KAMS [SOPD]	249.98	-	65.00	314.98	232.24	73.73 %
RSETI [SOPD]	1.00	-	-	1.00	1.00	100%



SARAS Fair 2018

15TH - 26TH DECEMBER 2018. GANESH MANDIR INDOOR STADIUM FIELD, KHANAPARA, GUWAHATI.



ORGANIZED BY ASSAM STATE RURAL LIVELIHOODS MISSION



WATER HYACINTH CRAFT

"From Weed to Wealth"





**ASSAM STATE RURAL LIVELIHOODS MISSION
PANCHAYAT AND RURAL DEVELOPMENT DEPARTMENT
GOVT. OF ASSAM**

SIVA NATH GOGOI PATH, PANJABARI ROAD
GUWAHATI, ASSAM-781037

PHONE NO: 0361-2330542 / WEBSITE: <https://asrlms.assam.gov.in>
TOLL FREE NO: 18002008998 / EMAIL: asrlms.india@gmail.com