

## 1) Skill development enterprise for Rural youth

### Details of success stories:

#### 1. Background

**Mrs. Prathibha**, Pulickal, Pethotty, in Idukki district, is a +2 passed unemployed lady is an example how woman can effectively utilize their talents and leisure time for income generation. She has attended 6 months long vocational training on different topics such as Fabric designing, Jewellery Making, Toys Making, Quilling Art and Home care product preparations in our KVK under Rural Craft discipline. The topics that impressed her was the Fabric designing, Jewellery making, and soft toys making. Motivated from the training, she started a designing unit and learn to make jewellery, fabric designing and soft toys making to meet the modern trends of marketing. She has taken bulk orders from fancy stores, textiles and local markets. She has purchased the required raw materials in bulk and has employed a woman to work along with her. She does the main and finishing touches to herself and the rest of the work is done by the woman working with her. She purchases the raw materials in bulk at a cheaper rate and the work place is her-own house. Therefore, the profit she gains is comparatively higher.



#### 2. Intervention process

- 6 months vocational training.
- Motivation to start an enterprise.
- Technical guidance for starting the unit.
- Details about availability of raw materials given.
- Advisory services.
- Follow- up visits.
- Technical back up in running the unit as when required

#### 3. Intervention Technology

- To provide skill development vocational training to make her self-sufficient and self-reliant

#### 4. Impact Economic Gains

- She earns an average profit per month is Rs.15,000/-

#### 6. Impact on Employment Generation

- Motivated from the above mentioned Mrs. Prathibha's successful enterprise, around 10 rural women are going to start fabric designing and jewellery making on a commercial basis. In addition to this unit, they are planning to start a small fancy store with loan availing from nearby Co-operative bank for self-sufficiency and self-employment. Also they generate employment opportunities for others.

## **2) Skill development enterprise for Rural youth**

### **Details of success stories:**

#### **1. Background**

A group of 45 tribal school drop-outs is an example how rural youth can effectively utilize their talents, which would help to lead towards personality development and to reduce poverty. The objective of this group is to mainstream scheduled tribes girl children who have been pushed out. With this objective, the academic orientation is not sufficient and it was realized that vocational and life – skill based training is essential. Following this, in collaboration with KVK Rural craft section, we are engaged in vocational skill development training as well as supportive education for the children in adivasi colonies. To livelihood and starvation issues in these colonies are severe. Hence, the plan is to train adivasi girl children and start a production unit for fabric designing and Jewellery making.

#### **2. Intervention process**

- To assess their educational needs and to provide essential training.
- To enhance their life-skills by extending life-skill education.
- Skill development vocational training.
- Motivation to start an enterprise.
- Technical guidance for starting the unit.
- Details about availability of raw materials.
- Advisory services.
- Follow-up visit.
- Technical back up in running the unit as when required.

#### **3. Intervention Technology**

- To create an environment where women can seek knowledge and information and there by empower them to play positive role in their own development and development of society.
- To enhance the self-image and self- confidence of women and thereby enabling them to recognize their contribution to the economy as producers and workers, reinforcing their need for participating in educational programmes.
- To provide women and adolescent girls with the necessary support structures and an informal learning environment to create opportunities for education.

#### **4. Impact Horizontal Spread**

- This enterprise aimed at empowering 100 rural youth in tribal areas of Idukki district by providing skill development training to make them self-sufficiency and self-reliant. This enterprise will enable women deprived, poverty stricken, working as domestic servants, single parent and widows are being given opportunity to undergo free training and in turn they earn and live on their own. The entire family will be benefited, will support the beneficiary to establish small scale units.

#### **5. Impact Economic Gains**

- They earn an average Income per month is Rs.22,000/-

#### **6. Impact on Employment Generation**

- This programme will empower women for their families well-being and for their sustainable living, every batch of women / youth- girls will in turn benefit by this programme and will take this as their profession and train other women community and develop their standard of living. Self-employment is the main source of income. So they are engaged more in self-employed manufacturing and trade activities compared to others.

