

MCCAIN FOODS INDIA PVT. LTD. & ARUPA MISSION RESEARCH FOUNDATION



# PROJECT SHAKTI -2

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## SOCIO-ECONOMIC TRANSFORMATION AND EMPOWERMENT

Arupa Mission Research Foundation

10/4/2018

PROJECT SHAKTI HAS BEEN DESIGNED TO BRING SOCIO ECONOMIC TRANSFORMATION AND  
EMPOWERMENT THROUGH LIVELIHOOD INITIATIVES AND SKILL DEVELOPMENT

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## ***About Project Shakti Phase II***

Project Shakti is a beautiful journey. It is funded by McCain Foods India Pvt. Ltd. and is implemented by Arupa Mission Research Foundation. Project Shakti is all about empowering women and girls and bringing positive changes in their lives through capacity building and training, sensitization and enabling environment for adopting alternative livelihoods through micro enterprises. In the first phase of the project, the focus was on empowering and enhancing soft skills, knowledge and confidence of girls & women through capacity development interventions, influence women and girls to stand against any form of violence. The initiatives in this phase were successful as without financial support from the company and just with intervention of their implementing partner, women and adolescent girls formed Self Help Groups and initiated savings for alternate livelihoods and micro credit activities. This was the interim phase of Project Shakti.

Project Shakti Phase II is now being initiated. The focus here is on institutional strengthening of Community Based Organisations (CBOs) such as Self Help Groups and a CBO called 'Champions of Change' (CoC). While the SHGs would go to the next level of empowerment by choosing alternate livelihood options and micro enterprises, the champions of change will develop further leadership skills, undergo training to be resource persons and initiate change in their village and beyond.

## ***Project Shakti- II: Goals, Objectives, Expected Outcomes***

### **Goal:**

Social Change and improved livelihoods through empowerment, capacity building and sensitization on gender.

### **Objectives:**

- a) To Improve Livelihoods and Income of women and adolescent girls (Financial Empowerment) from the group identified in Project Shakti Phase 1, where SHGs have been formed.
- b) To Improve quality of lives of women and girls ( Social Change and Social Empowerment) by creating interventions to improve on gender sensitization

### **Expected Outcomes:**

With improved livelihoods women and adolescent girls will have a basket of alternate livelihoods to support their core source of income/ state of no income, this in turn would increase incomes, access to basic amenities and strengthen community level institutions. On the other hand, social change would improve gender relations, reduce gender discrimination, improve child enrollment (especially that of girls) in schools and colleges, reduce female feticide, improve child sex ration and reduce abuse and violence.

## ***Project Shakti – II: Compliance to the New Companies Act, 2013***

The objectives mentioned are aligned to the Schedule VII, New Company's Act 2013

- (i) Promoting education, including special education and ***employment enhancing vocation skills especially among children, women, elderly***, and the differently abled and ***livelihood enhancement projects***;
- (ii) Promoting ***gender equality, empowering women***, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens ***and measures for reducing inequalities faced by socially and economically backward groups***;

**The objectives are aligned to the company's CSR Policy's clause on building Social and Human capital.**

**Some Background information**

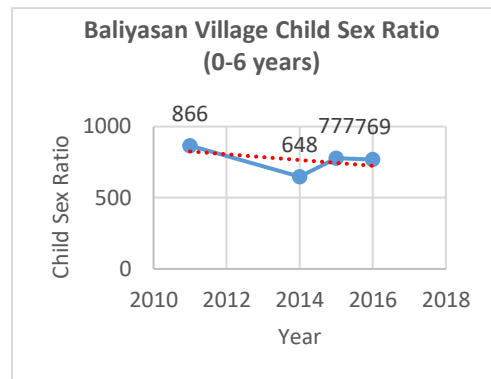
**District Selection:** The society by large is patriarchal in nature in Mehsana and is a Gender Critical District according to the Ministry of Women and Child Development. The child sex ratio is poor here.

Gender Critical Districts of Gujarat (Child Sex Ratio)		
District	Census 2001	Census 2011
Surat	859	835
Mehsana	801	842
Gandhinagar	816	847
Ahmadabad	835	857
Rajkot	854	862
Gujarat	890	883
India	918	927

Source: Ministry of Women and Child Development, Govt. of India  
<http://wcd.nic.in/BBBPScheme/Implementationguideline.pdf>

**Village Selection :** Baliyasan was selected for Project Shakti – I and is now being selected for Project Shakti –II based on the fact that sex ratio, child sex ratio and literacy rate of women is low in Baliyasan village and further it comes directly under the geographical location of the McCain Plant.

Literacy rate	Baliyasan	Mehsana	Gujarat
Total	74.81%	81.97%	78.03%
Female	61.69%	81.97%	69.68%
Male	86.64%	90.65%	85.75%
Sex Ratio	896	927	919
Child Sex Ratio	769	842	890

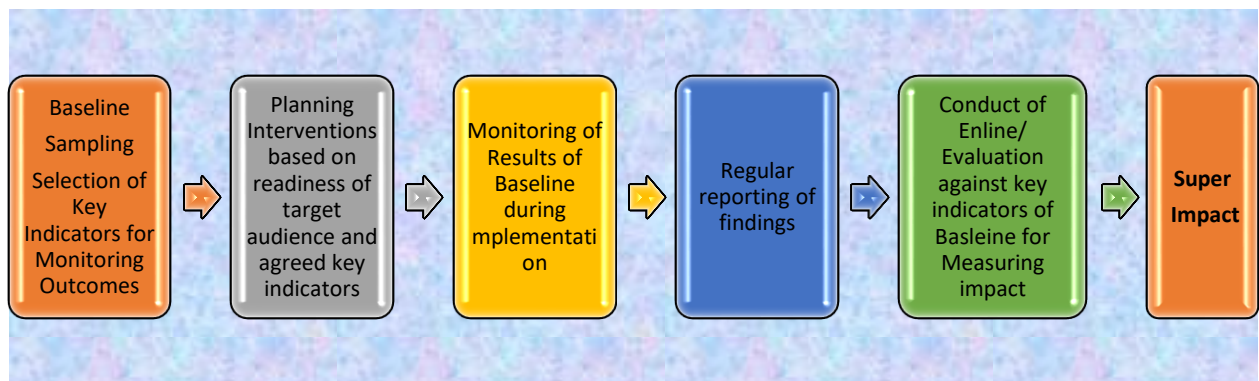


## Project Shakti – II: Approach and Methodology

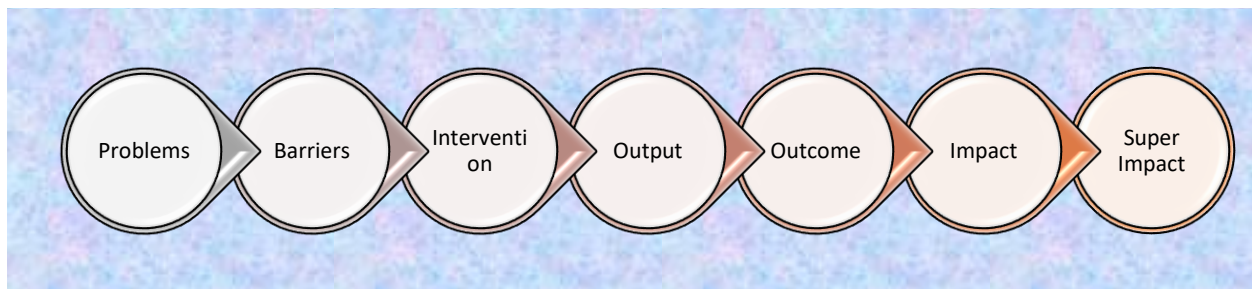
### Approach:

Results Based Approach and Theory of Change is used to get results. A Rapid Assessment of Skills will also be undertaken to come out with a strategy to meet industrial requirements and aspirations of key stakeholders (adolescent girls turning 18 and women). The approach will also include setting up of a village knowledge center which will influence people within a radius of 10 kms towards development, increase sphere of influence and provide a regular scope of alternate livelihoods.

In the Results Based Approach the focus was on conduct of a baseline on a sample population prior to the project and an end line at the end for impact evaluation. The approach was to do a quantitative analysis and to monitor key indicators. The Results Based Approach included the following key steps:



Theory of Change was used to analyse qualitative impacts and super impacts. Problems and Barriers were already been identified post Phase I of the project. Interventions in Phase II had been proposed accordingly proposed in the methodology accordingly.



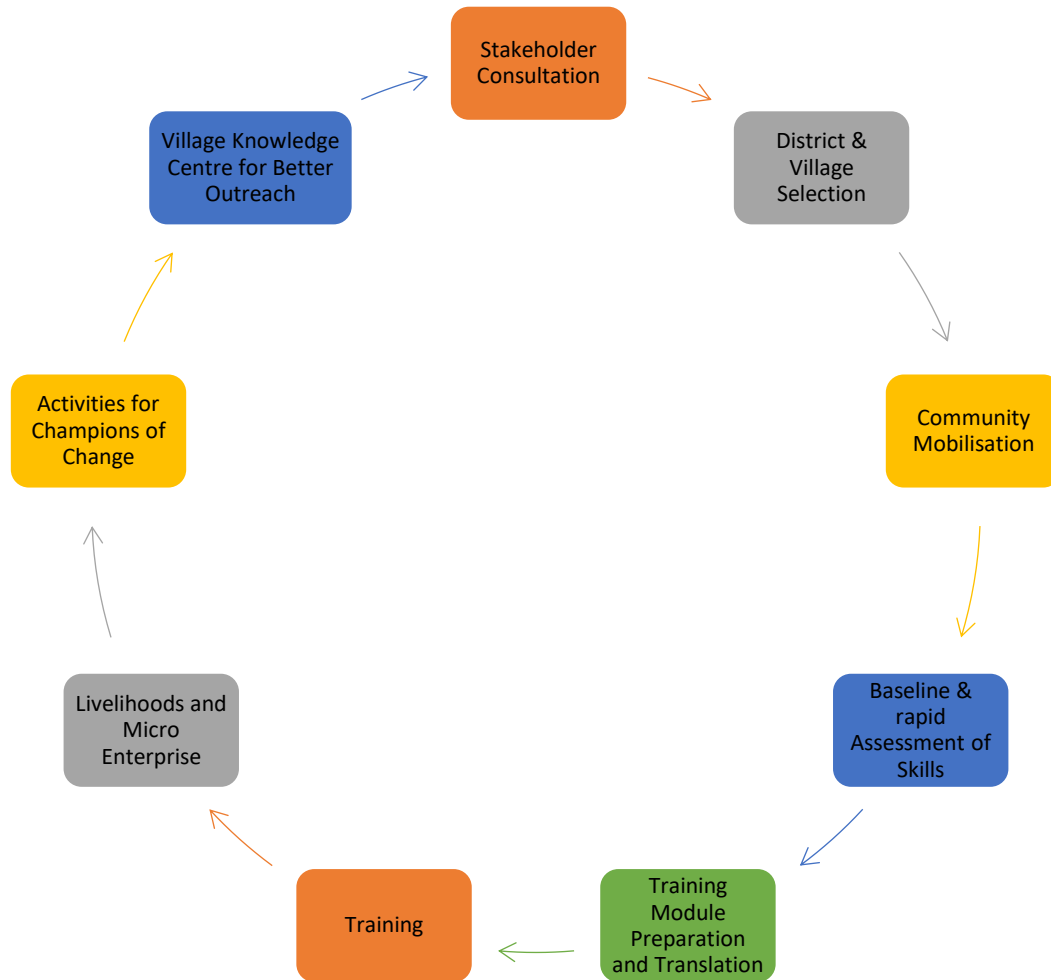
### Some of the problems identified include:

- Need for Refresher Training Programme on subjects linked to Livelihoods and Empowerment
- Need for financial independence and strengthening of SHGs for alternate livelihoods through Skill Building Training as emerged from the community ( tailoring and embroidery, beauty parlour, Griha udyog /food and products, Production of Milk products and its sale, making of paper cups etc.)
- Need for a Rapid Assessment of Skills required in neighbouring institutions, companies , hotels etc.
- Institutional Strengthening of SHGs and support for Micro Enterprise/Alternative Livelihoods
- Strengthening identified Community Change Agents and developing their skills as resource persons through capacity building

- Village Knowledge Centre for Long term source of earning by women , innovative Constant community engagement
- Gender sensitization of men and boys as well as inclusive planning by panchayats through workshops

**Methodology**

The methodology is linked to the approach and future sustainability. It also focuses on upscaling from 148 women and adolescent girls to the entire village through scientific and participatory methods and sampling techniques. The key steps for implementation include the following:



## Achieved Versus Proposed Activities

Proposed Activities	Achieved
Stakeholder consultation	<p>We have had a successful round of stakeholder consultation</p> <ol style="list-style-type: none"> <li>1. McCain Foods India Pvt. Ltd. : Mr. Vikas Mittal, Managing Director, Mr. Debadatta Baxi, GM HR, Mr. Abhijeet Kamasamudram, GM Finance, Mr. Rajeev Chauhan, Plant GM, Ms. Hetal Pancholi , Executive HR and Administration.</li> <li>2. Stakeholder consultation with Shri S.K.Nanda, IAS, former additional chief secretary, home, and current director in Government of India's Housing and Urban Development Corporation, Member NDMC, Advisor to Arupa Mission Research Foundation: Advice: Focus on improving health and nutrition by influencing families towards right utilization of income. Initiate Nutrition Gardens in farms. Try for agriculture related skill development</li> <li>3. Stakeholder consultation and briefing with the Collector Mehsana: Shri H.K. Patel IAS We have had regular meetings with the Collector. Advice: Take up a skill gap mapping for entire district or at least Mehsana block. Introduce Agriculture related technical skill development such as fixing of tractors, agricultural implements etc. and something related to automobile industry. Focus on hygiene and safety practices while preparing Gruha Udyog products. Join hands with the Rural Self Employment Training Institute</li> <li>4. Stakeholder consultation with Prabodha Swain, Skill Development in charge of Gujarat CSR Authority For visibility joining GCSRA is good. Unfortunately Mr. Prabodha Swain, Skill Development in charge of Gujarat CSR Authority is no longer associated with GCSRA</li> <li>5. Stakeholder consultation with Director, Rural Self Employment Training Institute (RSETI) and DENA- Lead Bank Manager for Mehsana district for opening of bank accounts.  Assessment of groups by Mr. Mehul Patel, Director, Rural Self Employment Training Institute (RSETI) and Mr. Mahendra Singh DENA- Lead Bank Manager. We have already tied up with them for exposure visits and training in beauty parlour course and tailoring.</li> <li>6. Stakeholder Consultation with USHA Silai School for opening a training center in the village itself – discussions on with Shri Alok Shukla- AGM USHA International and in charge of Usha Silai School.</li> </ol>

Proposed Activities	Achieved
	<p>Advice: It was suggested by Mr. Shukla to talk to McCain for making uniforms and other nearby industries. They would also do an independent assessment of AMRF and the level of community mobilization</p> <p>7. Stakeholder Consultation with Sarpanch We have had couple of discussions with the Sarpanch- Jeber Ben and the Acting Sarpanch – Bhakti Bhai. They have agreed to support us in any activity we undertake. In fact they have been very supportive of the Village Knowledge Center and beauty parlour and the plan for up scaling to other panchayats</p> <p>8. Stakeholder Consultation with ITI Mehsana: Smt. Chanda Ben, Principal, ITI Mehsana</p> <p>Discussions with Smt. Chanda Ben on up scaling activities of Project Shakti. She has suggested for a MoU to run a KVK center through the Village Knowledge Center for a cluster of villages near Baliyasan. Also suggested that the MoU should be knowledge exchange related wherein trainers from ITI Mehsana will come down to Baliyasan to give skill training in exchange of soft skill training and training on POSH for their faculty and employees by AMRF.</p> <p>9. Stakeholder Consultation with Krishi Vigyan Kendra, Mehsana</p> <p>Shri. Ramesh Patel: Discussions for upscaling Project Shakti by using the Village Knowledge Center as focal point for cluster of Villages and advisory and training on agriculture, animal husbandry and allied activities.</p> <p>10. Stakeholder consultation with community- men and women, girls and boys: 20 such consultations have taken place with people of all age groups where it has been expressed that</p> <ol style="list-style-type: none"> <li>a) They want employability to be improved</li> <li>b) Boys and men to be trained the same way as girls and women</li> <li>c) Change how the elderly think</li> <li>d) Stop alcoholism to end violence</li> <li>e) Take strong steps to motivate youth to be more responsible</li> <li>f) Measures for improving health and nutrition</li> <li>g) Digital learning</li> </ol>
Community mobilization ( drama, skit, movie screening , motivational activities)	Motivational activities such as games with youth and participatory exercises conducted. Hamlet wise discussions have been done continuously



Proposed Activities	Achieved
	14 such meetings organised Two district level event participation
Baseline Study including sample selection	Completed and the Results are placed in the Baseline section
Refresher Training Programme	Completed
Preparation of Training Modules	Draft training modules made on business plans, SHG strengthening
Translation of Training Modules	Translation is ongoing
Trainee Selection	20 change leaders identified
Skill Building Training	<ul style="list-style-type: none"> <li>- Beauty Parlour- 1</li> <li>- Makeup – 2</li> <li>- Tailoring for women- 1</li> <li>- Tailoring for Men -1 ( additional budget)</li> <li>- Gruha Udyog- 1</li> </ul>
Institutional Strengthening of SHGs , support for Micro Enterprise/Alternative Livelihoods, microcredit activities	Training done: <ul style="list-style-type: none"> <li>- Gender sensitisation, leadership, SHG strengthening, financial literacy, livelihoods and schemes- 5</li> </ul>
Strengthening identified Community Change Champions	<ul style="list-style-type: none"> <li>- Identification done</li> <li>- Training - 1</li> </ul>
Gender sensitization of men and boys and economic empowerment, selection of community change champions	<ul style="list-style-type: none"> <li>- 5 such trainings</li> </ul>
Inclusive planning by Panchayats through workshops	<ul style="list-style-type: none"> <li>- 1 with 50 participants from 7 panchayats Including Sarpanch and secretaries, revenue officers</li> </ul>
<b>Employee Volunteer Initiatives</b> Planned none	<ul style="list-style-type: none"> <li>- Fire Safety</li> <li>- Marketing</li> <li>- Production of Gruha Udyog and Flavoring</li> </ul>
Village Knowledge Centre	<ul style="list-style-type: none"> <li>- Completed</li> <li>- Printer cum fax machine bought</li> <li>- 2 Computers</li> <li>- Projector with screen</li> <li>- Rent for 1 year paid</li> <li>- Being used for training, sensitisation, awareness, knowledge sharing</li> </ul>
<b>Construction of a Beauty Parlour (not planned)</b>	<ul style="list-style-type: none"> <li>- Completed with gadgets and all basic facilities</li> </ul>
<b>Placement (not planned)</b>	<ul style="list-style-type: none"> <li>- 2 girls placed as interns with a beauty parlour in Mehsana</li> </ul>
<b>Grants for livelihoods activities</b>	<ul style="list-style-type: none"> <li>- Rs.15,000 given as grant to start enterprises</li> </ul>
Final Impact Assessment	Completed
Reporting and documentation	Completed
Monitoring	Ongoing



## ***Key Findings from the Impact assessment***

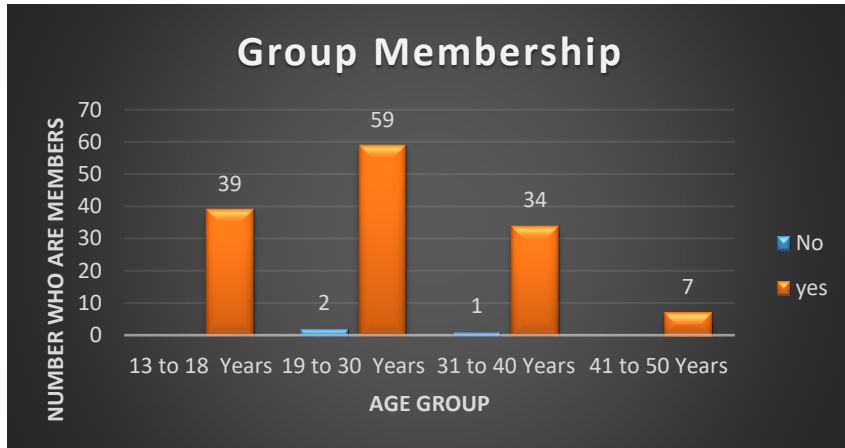
### **A) Membership in Groups/ Self Help Groups**

Need for women empowerment is critical for Baliyasan panchayat given that levels of female feticide have been high, there has been a high level of violence and discrimination when it comes to women and girls. A tested and good way of empowering women is by giving them a collective voice and ensuring they work as a community level institution like a Self Help Group (SHG). Engagement in an SHG would lead to benefits not only to the individual women, but also benefits the family and community as a whole through collective action for development. Sometimes becoming a member of an SHG is challenging for women because of the barriers from society and families. However, they find being able to be members itself empowering as it gives them decision making powers. An SHG helps women to have a shared vision, stakeholder involvement, long-term commitments, attention to partner capacity and managing risks as well as coming up with coping strategies for the benefit of individuals and others. For the impact assessment 142 woman and girls

#### **1. Indicator: Membership in any Group**

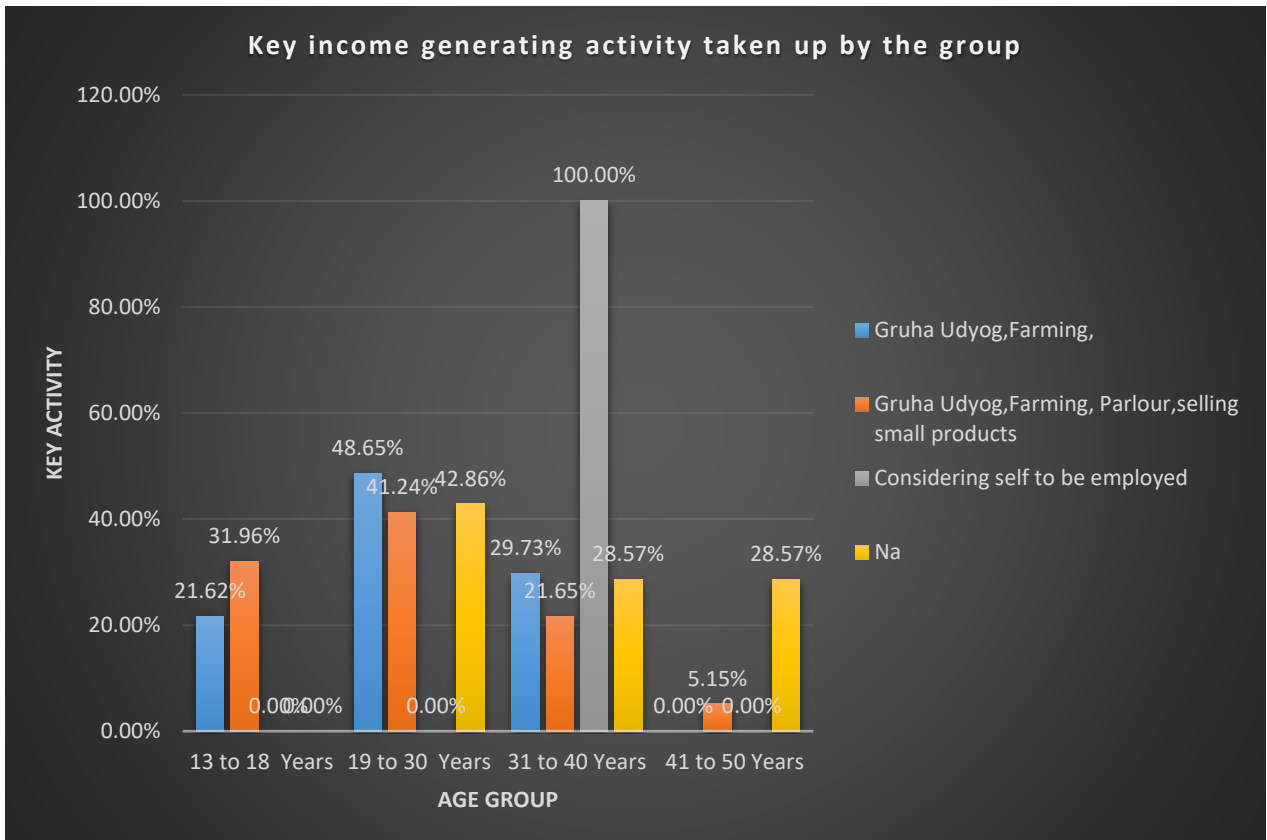
**Baseline-** 0 (None of the 142 women or adolescent girls selected for the baseline were part of any social or economic group in the previous year)

**Impact:** Currently 139 are members of groups



**2. Indicator: Key Income Generating Activities taken up by any group**

**Baseline : 0** (None of the 142 women or adolescent girls selected for the baseline had taken up any income generating activities as part of any social or economic group in the previous year). Note- adolescent girls age is in completed years i.e. completion of 18 years)



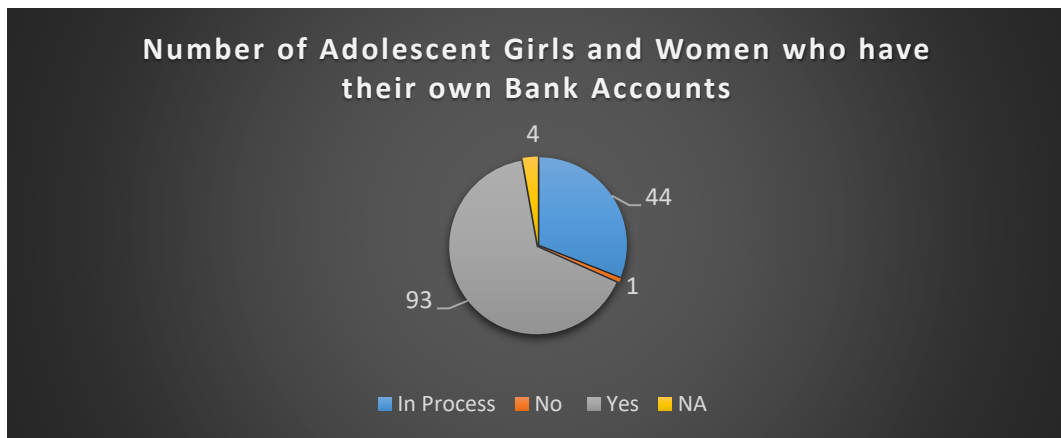
## B) Financial Empowerment

For women achieving financial independence gives them access to maintaining a reasonable standard of living, gaining respect and dignity which is their right, participation in decision making on both minor and major issues, doing things for themselves and addressing their own needs. However women do face the challenge of being allowed to work on an enterprise or job of their own, as well as in getting equal pay. By facilitating in financial empowerment of women a road map of individual, household and community development is possible.

### 1. Indicator: Own Bank Account

**Baseline: 90% of the 142 had no Bank Account** (90% of the women or adolescent girls selected for the baseline did not have any bank account of their own in the previous year)

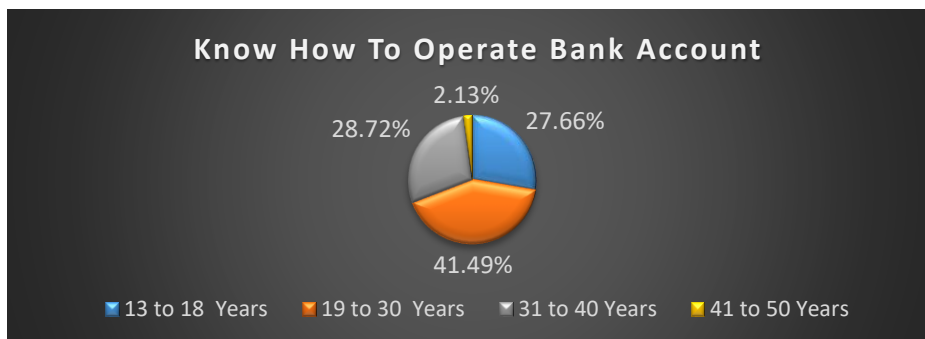
**Impact: 65.5% have their own Bank Account now**



### 2. Indicator: Know How to Operate Bank Account :

**Baseline – 0** (None of the 142 women or adolescent girls selected for the baseline knew how to operate bank accounts in the previous year)

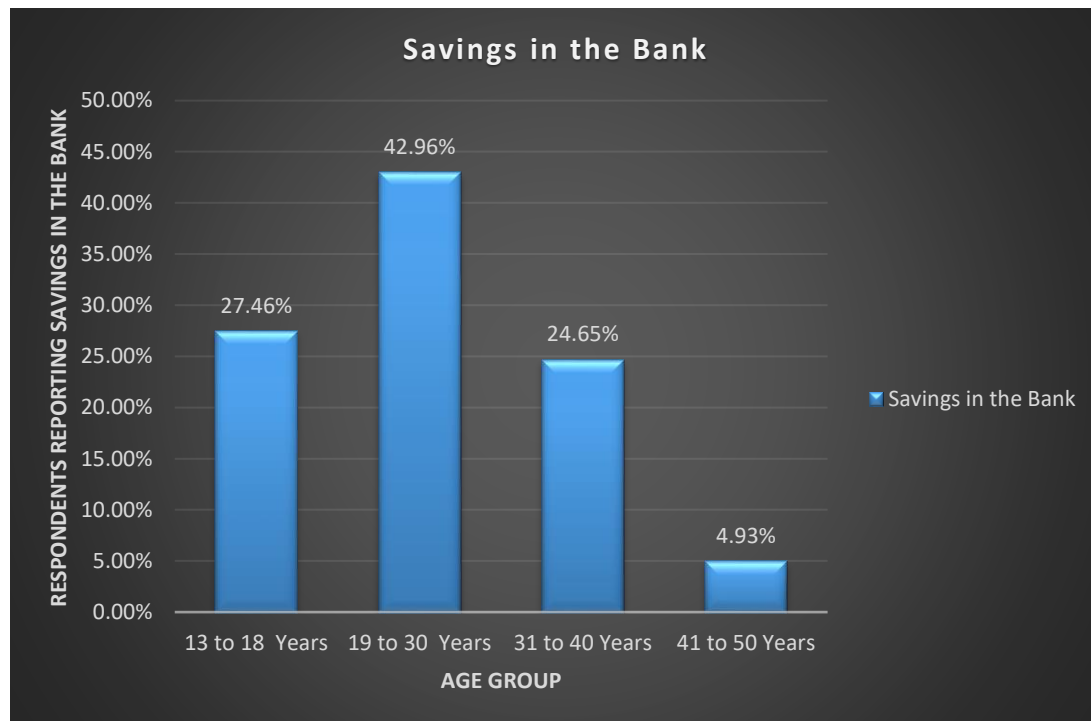
**Impact: All 142 individuals trained on financial literacy know how to operate Bank Accounts**



### 3. Savings in the Bank –

**Baseline 0** (None of the 142 women or adolescent girls selected for the baseline had savings in the previous year)

**Impact:** All 142 reported having savings in the bank



### 4. Spending own Income on personal needs:

**Baseline: 0** (None of the 142 women or adolescent girls selected for the baseline spent any income by self for personal needs in the previous year)

**Impact:**

Off the 142 women and adolescent girls 6% reported they cannot spend as per their will or wish  
And 94% reported they can spend as per their wish. Note- adolescent girls age is in completed years i.e. completion of 18 years)

**Do you spend your income on personal needs such as clothes, beauty products, sanitary napkins, food that you like to eat, medicines etc.?**

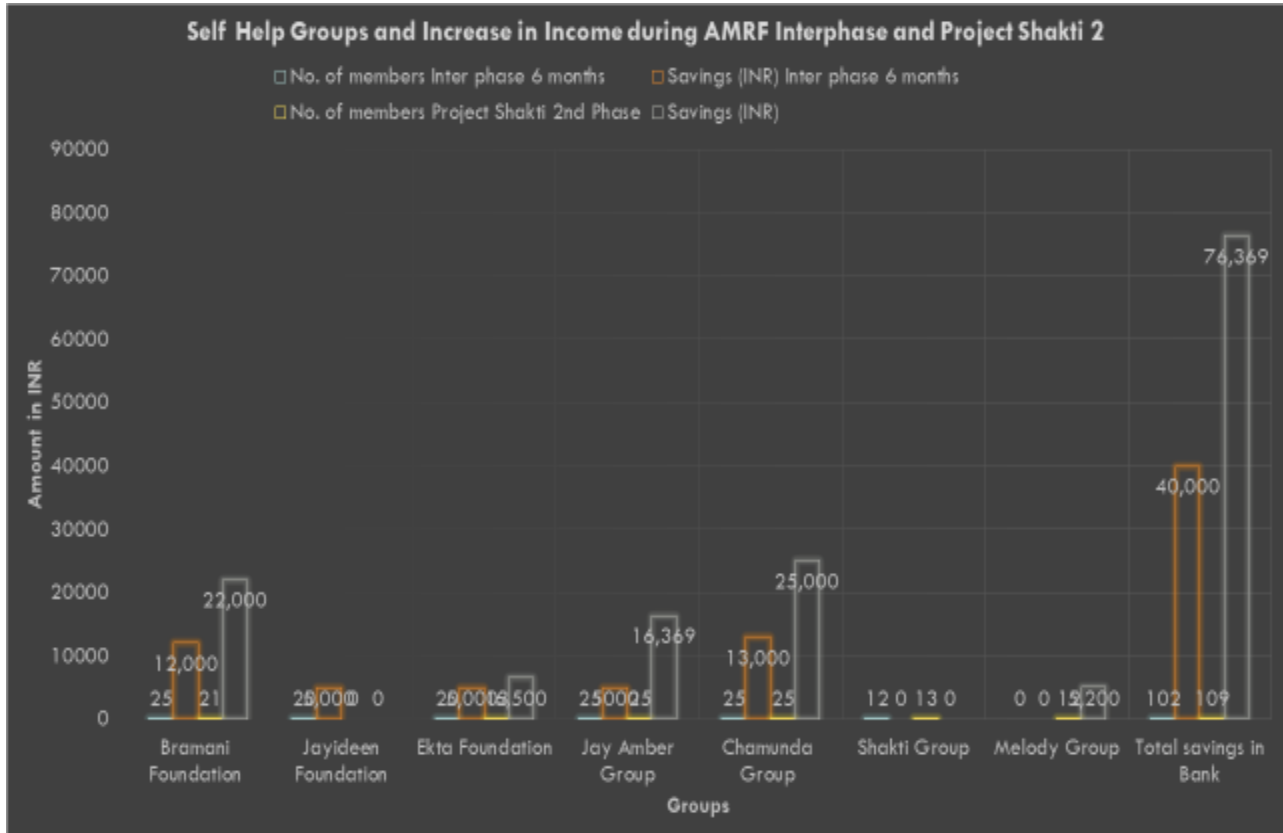
**Age Group wise disaggregated data**

Age Group ( in completed years)	No (%)	Yes (%)	Total (%)
13 to 18	25.00	27.61	27.46
19 to 30	37.50	43.28	42.96
31 to 40	25.00	24.63	24.65
41 to 50	12.50	4.48	4.93

## 5. Indicator: Savings by Self Help Groups

**Baseline- 0** (None of the 142 women or adolescent girls selected for the baseline saved any money or income either individually or as part of a group in the previous year)

**Impact:** Currently there are 7 groups. In the interim period (between phase 1 and 2 of Project Shakti) the groups were motivated to save money on a regular basis every month. They were able to save INR 40,000 in the bank. During the 2<sup>nd</sup> phase they saved an additional amount of INR 36,369 between November 2017 and March 2018 which brings the total savings by the Self Help Groups to INR 76,369. A year of saving regularly in the bank also makes them eligible to access various Government schemes for their empowerment and financial growth.



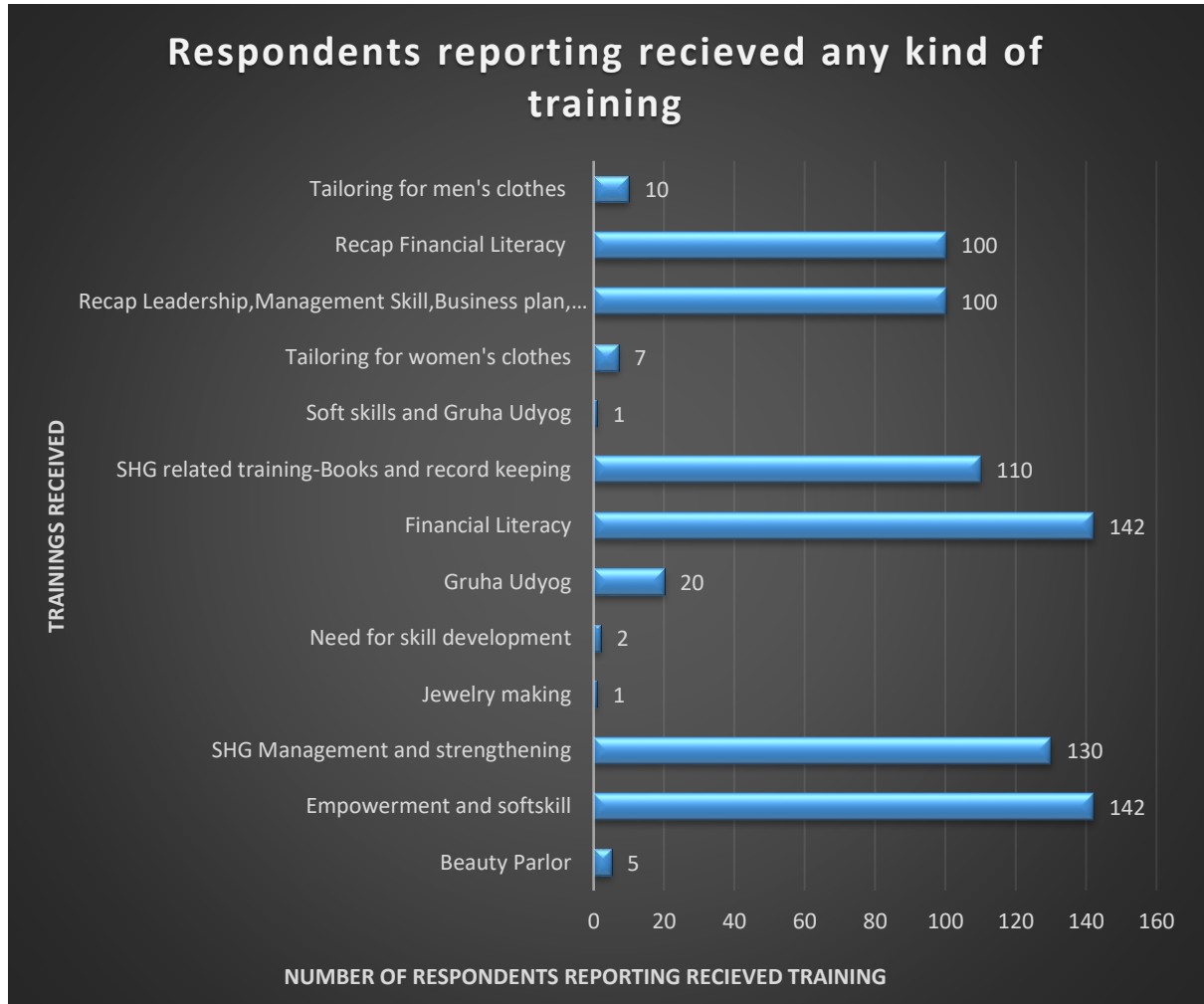
## C) Capacity Building and Training

When women and adolescent girls are provided with capacity building and training in connection with soft skills and skill development, they develop a sense of confidence and courage. It empowers them such that the skills training impacts women's decision making capacity, ability to be more employable and efficient in performing technical tasks requisite for income generation and other activities. Further, it empowers them to address issues relating to violation of their human rights and dignity. Capacity Building and Training gives women and adolescent girls an enabling environment to work together and gain support from each other while in some it strengthens women's leadership capacity and communication, networks and dialogues. All these efforts and impacts lead reduction in poverty.

**1. Indicator: Proportion reporting receiving training of any kind in the previous year**

**Baseline-** 0 (None of the 142 women or adolescent girls selected for the baseline reported having attended any form of training in the previous year)

**Impact** – 100% of the 142 respondents reported that they received training

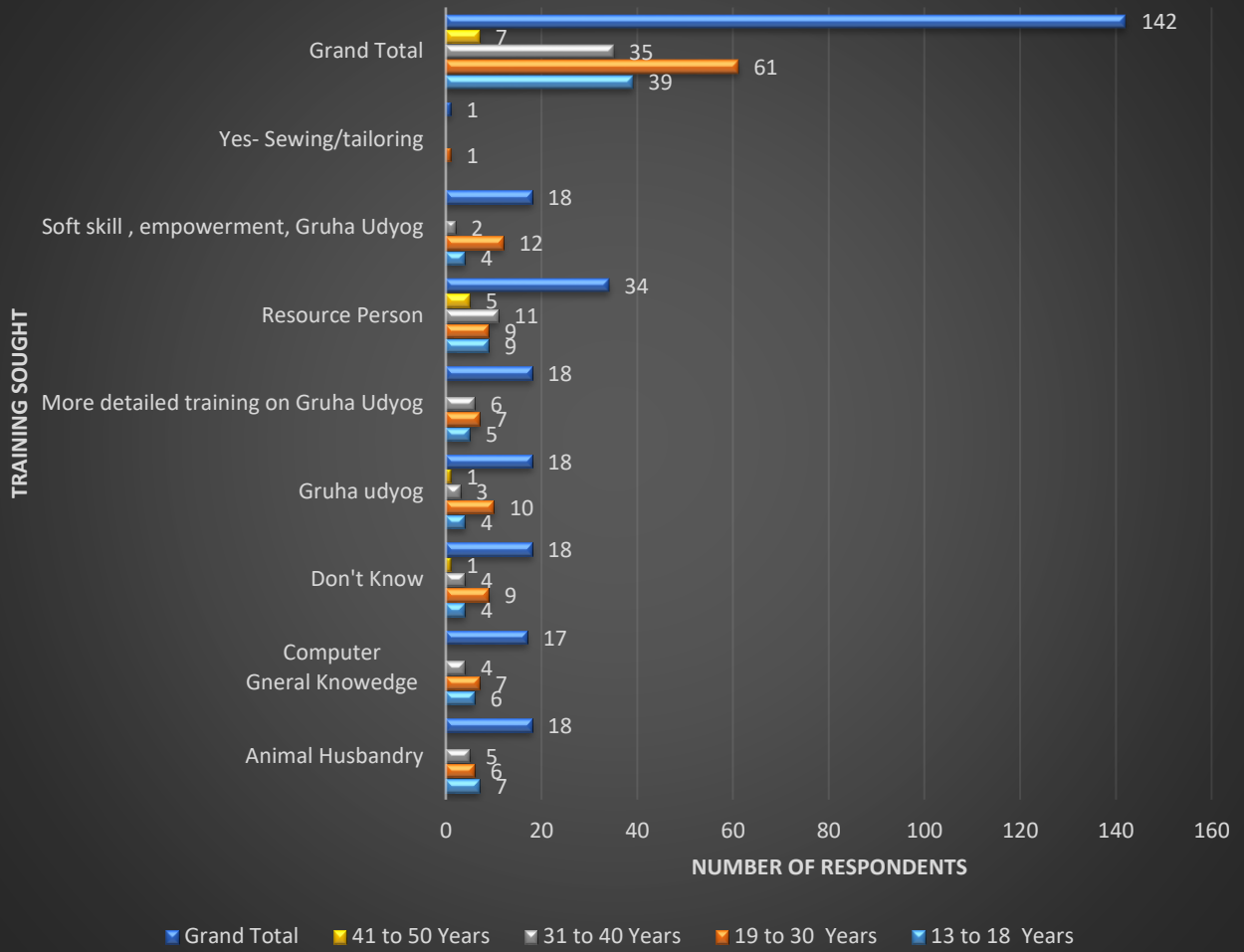


**2. Indicator: Further Training Sought:**

**Baseline-** When the baseline was done in the previous year few women (4/5) talked about tailoring and beauty parlour as a skill that they would like to receive or be trained on.

**Impact** – Post training the 142 women indicated different training or skill development that they would wish to have for generating additional household income to meet their personal as well as household needs and to be used during emergencies. These include Sewing and tailoring, soft skills, training on empowerment of women, Gruha Udyog or cottage industries, computers and animal husbandry.

## Further Training Sought







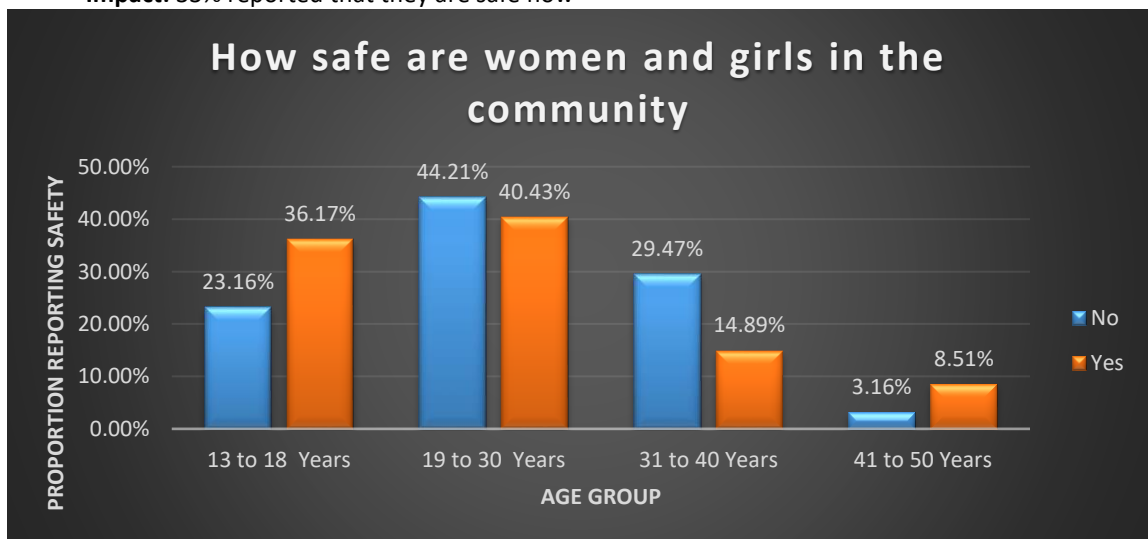
**D) Gender Concerns**

As discussed earlier female foeticide, violence against women and girls, discrimination was a looming concern that pulled women back, restricted their decision making, mobility financial independence and access to basic rights. The following indicators reflect the change in their lives with respect to gender concerns or issues post intervention.

**1. Indicator : How safe are women and girls in the community :**

**Baseline:** 5% of the 142 respondents reported that they were safe

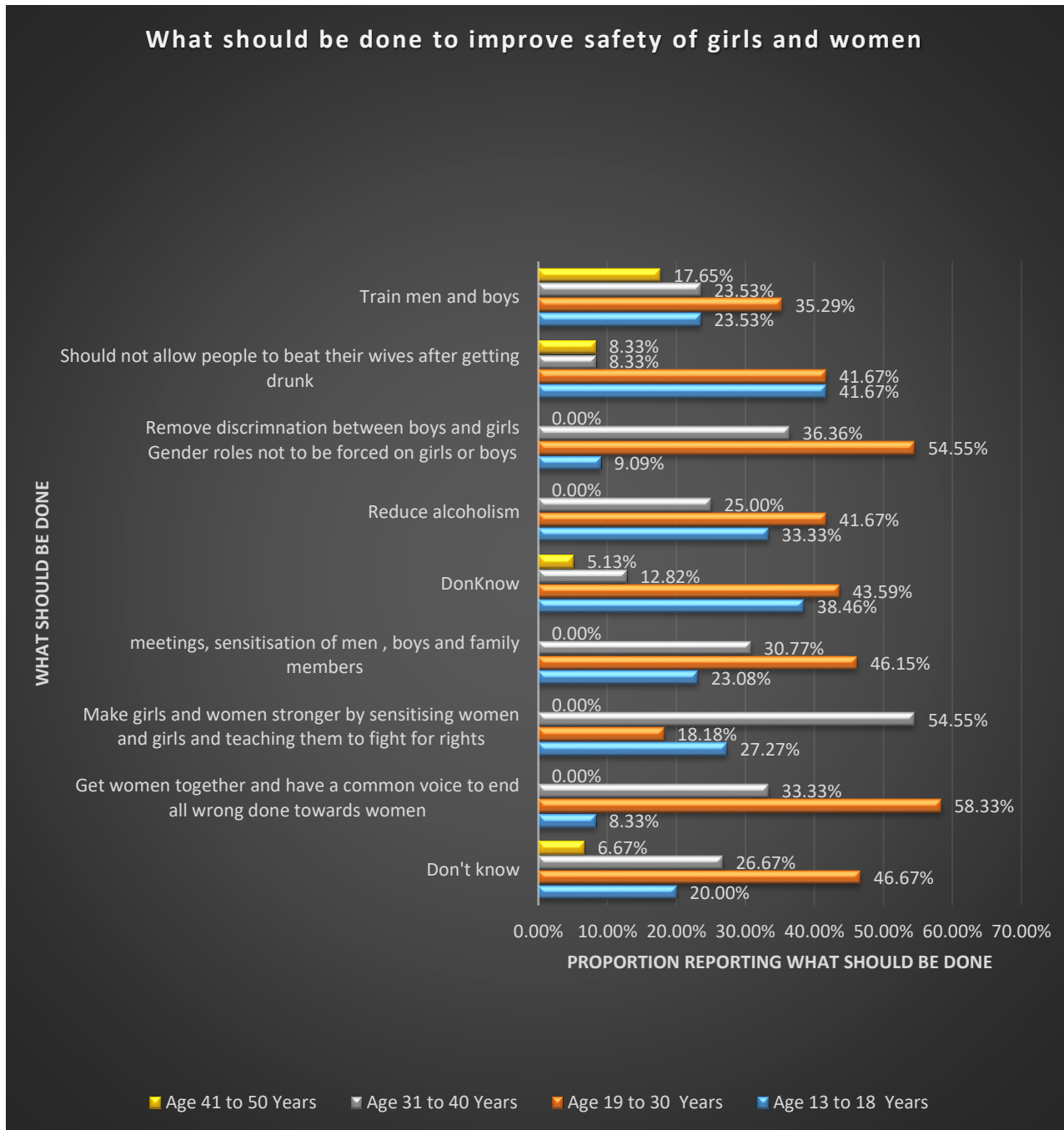
**Impact:** 33% reported that they are safe now



2. **Indicator: What should be done to improve safety :**

**Baseline** – Don't Know - 100% of 142 respondents (0 reported having knowledge of what should be done)

**Impact:** The respondents reported that focus should be on training men and boys, initiatives to prevent men from beating their wives, ending discrimination between boys and girls, Sensitising and making girls and women stronger with a common voice etc.



### 3. Indicator : Dreams and Aspirations :

**Baseline** – 0 of 142 respondents were able to speak about their dreams and aspirations (unable to say)

**Impact:** All 142 respondents are now able to express what their Dreams and Aspirations are (post trainings and community mobilization, sensitisation and initiatives on empowerment)

Dreams	13 to 18 Years	19 to 30 Years	31 to 40 Years	41 to 50 Years	Total
Business Growth	6	10	6		22
Educate children well			1		1
Educate son and daughter well and get them settled into good jobs			1		1
Education				1	1
Go To Foreign Countries	1	4	2		7
Go To Religious Space	2	3	1	1	7
Go to Summer Holiday	2	3	3		8
Have own house, get son married, have grandchildren				2	2
Having a good sale of sarees		1			1
Home				1	1
Indian Police Service		1			1
Job		1	1		2
To be Sarpanch/ ICDS Worker/Resource Person	3	2			5
Skill development to earn more	17	15	7		39
Peaceful Life			1		1
To be an Actor		1			1
Wedding and children		3			3
To Own A new Car	1	4	2		7
To Own Agriculture Land	2	4	4	1	11
To Own New Smart Phone	1	5	1		7
To own New Home	2	1	3		6
To own New Two Wheeler	2	3	2	1	8
<b>Grand Total</b>	<b>39</b>	<b>61</b>	<b>35</b>	<b>7</b>	<b>142</b>

### 4. Role that women can play to change lives of other women:

Women reported that they could become Sarpanch, take up leadership roles, train others, ensure safety, sensitize men and boys, motivate youth, guide people, and be a resource person teach others about women's rights and empowerment and the need to be financially independent.



**Conclusion:**

From the impact assessment it is evident that the women feel empowered, more in control of their finances, safer and are looking forward to earning a better living through all the training that they have received. They have also been able to communicate what further training will help they achieve their goals of a better life. Previously, they were not aware of what they could dream of or aspire for. Now they are motivated and are confident of speaking about their dreams. They have expressed that they would like to bring change by training and motivating others, by being community and elected leaders. There is clearly now a demand generated for scaling up activities at village and block level for both gender sensitisation and skill development.



***Findings from the Baseline Study***

A sample selection through research methodology is essential for bringing change in the entire village. Earlier the focus was on 148 women and adolescent girls based on a selection criteria. Although the selection criteria still stands, a sample representing the entire village has been calculated. This is also essential for the baseline.

**Sampling formula used for first estimate:**

$$n = \frac{t^2 \times p \times q}{d^2}$$

Where,

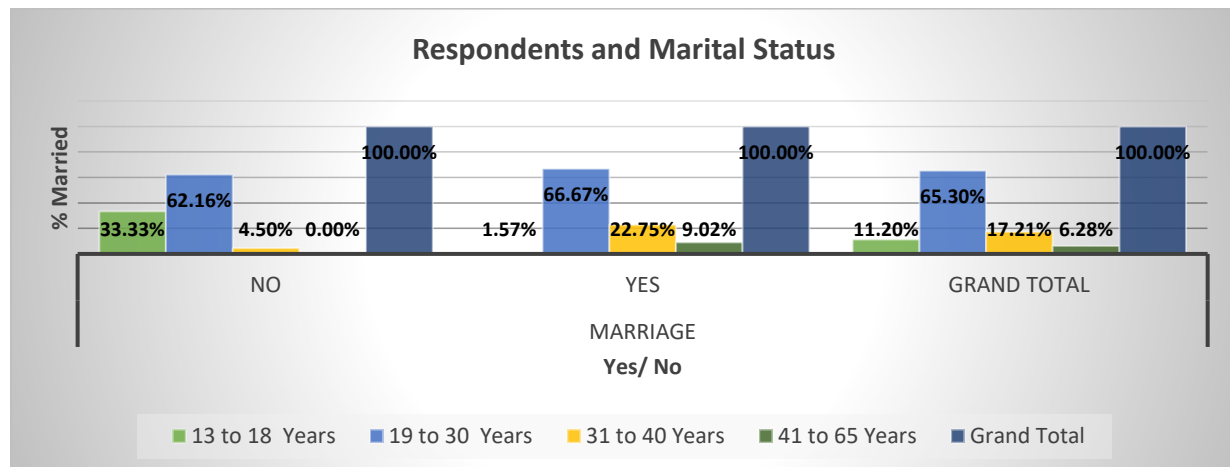
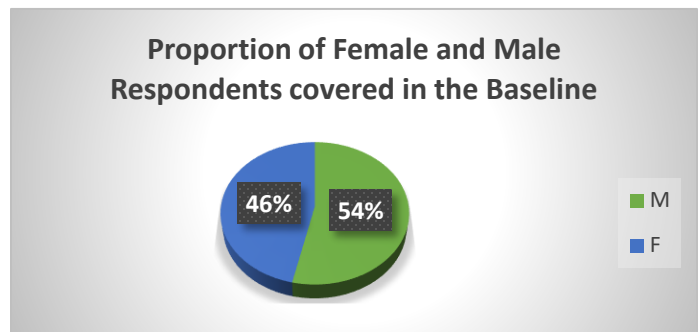
n= estimate of sample size

t= confidence (for 95% use 1.96)

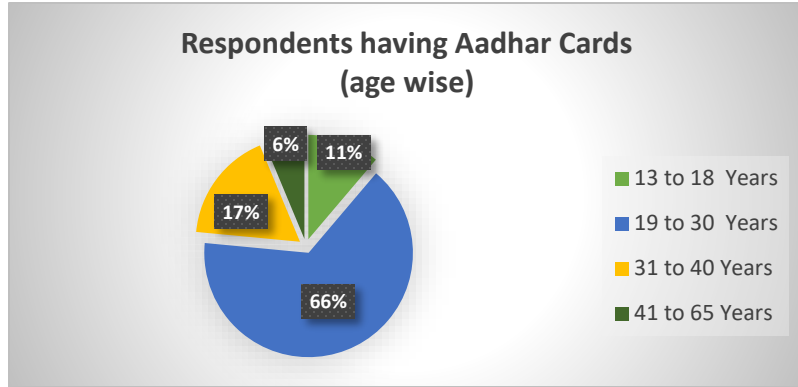
d= precision (usually 0.05 or 0.10. We have used 0.05)

p= proportion of the target population with the characteristic being measured. We have selected proportion of female literates of Baliyasan village as characteristic being measured. The % of female literates according to census 2011 in this village is 61.69% or roundup is 62% i.e. 0.62

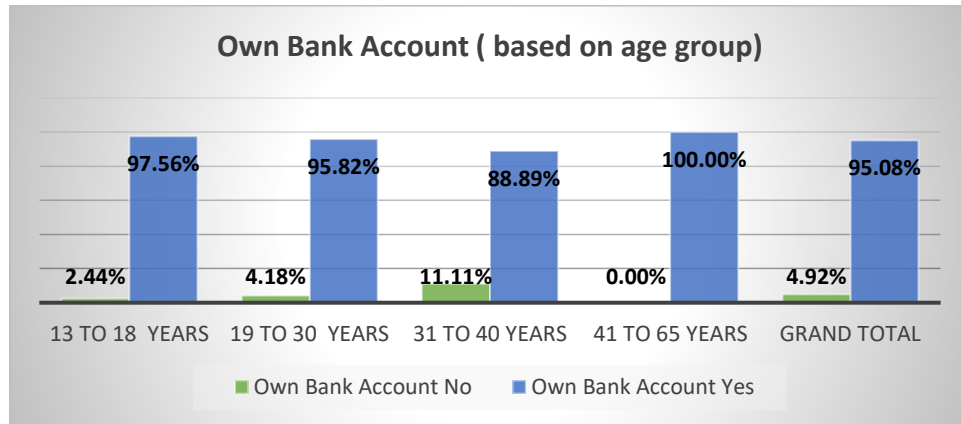
- Based on the formula the sample size estimated for the baseline is 363. However, we have covered a population of 370 by random sampling method.
- The age group covered for both female and male is 13 to 65 years (adolescents and adults).
- The number of females covered for the baseline is 172 and males is 198
- It was found that 33.33% of the respondents in the age group 13-18 are married. As per the UNICEF and Government of India guidelines the definition of a child is an individual from 6 years to 18 years of age. This indicates the high prevalence of child marriage.



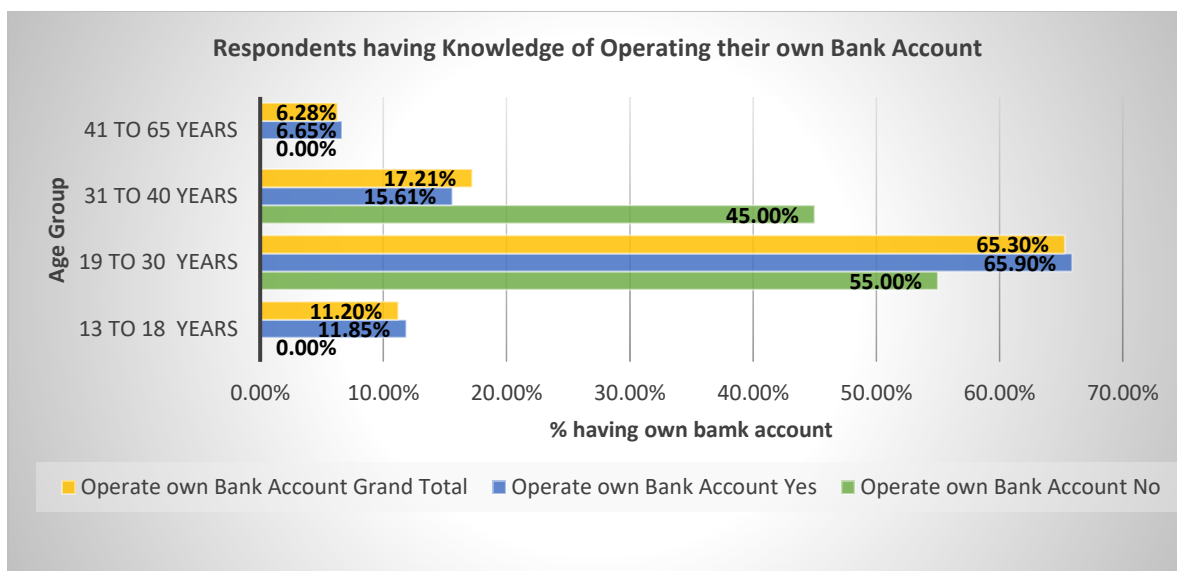
- It was found that 366 out of 370 respondents had Aadhar cards of their own.



- With regard to financial literacy it was found that 366 respondents out of 366 mentioned that they have their own bank account. If we take a look at the age wise break up it is found that 4.92% of the respondents did not have their own bank accounts:



- The following graph represents the proportion of respondents having knowledge of operating their own Bank Accounts:



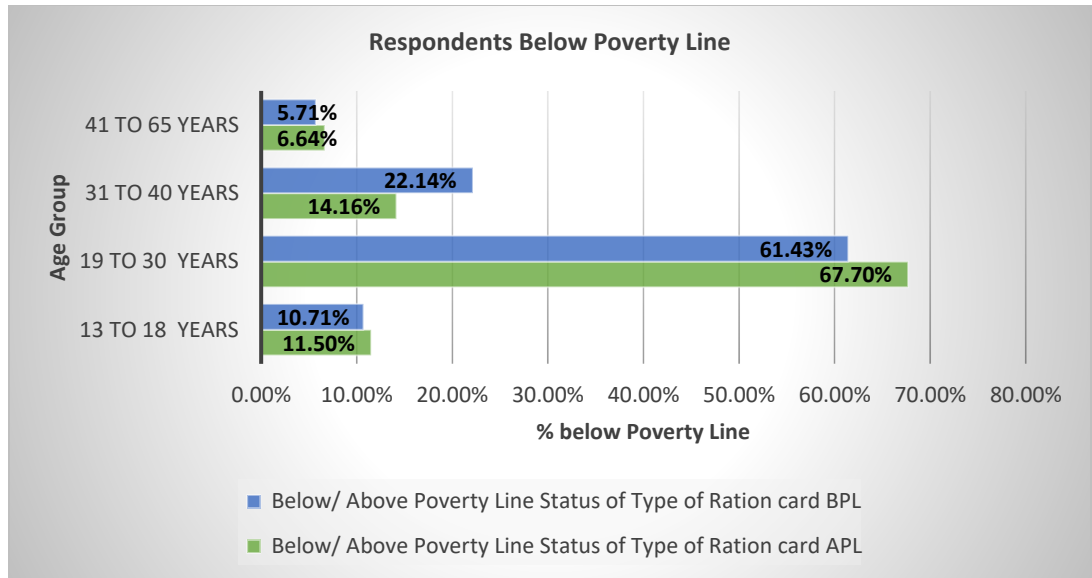
- The 346 out of 366 respondents reported that they had some kind of savings in the bank or at home. The least savings was in the age group of 41 to 65 years and the highest was in the age group of 19 to 30 years.

Whether respondent has any savings in bank or at home			
Age in Completed Years	NO (%)	Yes (%)	Total (%)
13 to 18	5.00	11.56	11.20
19 to 30	60.00	65.61	65.30
31 to 40	35.00	16.18	17.21
41 to 65	0.00	6.65	6.28

- Only 120 respondents have Pan Cards. Pan cards are essential for having access to various schemes and for accountability in financial bank transactions.

Respondents who have a Pan Card				
Age in Completed Years	NO (%)	Yes (%)	NA (%)	Total (%)
13 to 18	12.62	12.50	9.09	11.20
19 to 30	65.05	61.67	68.53	65.30
31 to 40	18.45	16.67	16.78	17.21
41 to 65	3.88	9.17	5.59	6.28

- Poverty and Livelihoods
  - Out of the total sample 140 respondents were found to be Below Poverty Line



- b) The proportion of respondents travelling out of the village for work every day is highest in the age group of 19 to 30 years. A significant proportion of children/ adolescents in the age group of 13 to 18 years also go out for work (7.9%) indicating a significant level of child labour.

<b>Travel to outside Village for Work</b>			
<b>Age in completed years</b>	<b>No (%)</b>	<b>Yes (%)</b>	<b>Total (%)</b>
<b>13 to 18</b>	7.79	13.68	11.20
<b>19 to 30</b>	62.34	67.45	65.30
<b>31 to 40</b>	20.78	14.62	17.21
<b>41 to 65</b>	9.09	4.25%	6.28



Proportion of male respondents engaged in different livelihoods from 241 working respondents

Engagement of Males in different Livelihoods (%)														
Age (Completed Years)	Agriculture Worker	Event Decorator	Driving	Dairy Computer Operator	DJ	Farmer	Livestock Owners/ Animal Husbandry	Event Decoration Labour	Industry	Medical store	Skilled Agriculture Worker	Transport	Unskilled Agriculture Worker	Total
13 to 18	10.87	0.00	0.00	0.00	0.00	0.00	2.08	100.00	16.67	0.00	22.95	0.00	33.33	12.45
19 to 30	71.74	33.33	100.00	100.00	50.00	40.00	70.83	0.00	83.33	100.00	72.13	0.00	66.67	63.07
31 to 40	10.87	66.67	0.00	0.00	50.00	36.00	16.67	0.00	0.00	0.00	4.92	100.00	0.00	16.18
41 to 65	6.52	0.00	0.00	0.00	0.00	24.00	10.42	0.00	0.00	0.00	0.00	0.00	0.00	8.30

Note:

- Agriculture Worker-The Respondent describes as being engaged in general agriculture activities as livelihoods. Neither considers self to be skilled or unskilled
- Skilled Agriculture Worker-The Respondent describes specific technical activities he is involved in
- Unskilled Agriculture Worker-The Respondent describes self as a child or any other person who is currently working as agriculture worker but with no specific skills and is still learning

c) Proportion of females engaged in different livelihoods from among 33 who reported they are working

Engagement of Females in different Livelihoods (%)			
Age ( in completed years)	Agriculture Worker	Livestock Owners/ Animal Husbandry	Total
13 to 18	0.00	11.54	9.09
19 to 30	42.86	61.54	57.58
31 to 40	57.14	23.08	30.30
41 to 65	0.00	3.85	3.03

- Women do not distinguish Agriculture Work done by them in terms of skills that they have. For them it is just a means of secure livelihoods.

- **Nutrition and Food Security:**

- a) **Perception on Exclusive Breastfeeding**

Immediate and exclusive breastfeeding is critical in minimizing newborn and infant deaths.<sup>354</sup> respondents informed that infants were immediately breastfed after birth. This was less reported in higher age groups i.e. from 41 to 65 years who preferred the traditional practice of feeding the newborn with honey and water or honey and milk first.

- b) **Number of meals a family has in a day**

It was found that lowest number of meals had per day was in the age group of 13 to 18 years and 41 to 65 years

No. of meals per day that a family has				
Age ( in completed years)	2 Time (%)	3 time (%)	Irregular (%)	Total (%)
13 to 18	5.66	11.96	16.67	11.20
19 to 30	69.81	65.12	50.00	65.30
31 to 40	15.09	17.28	25.00	17.21
41 to 65	9.43	5.65	8.33	6.28

- c) Out of a total number 169 women respondents 28 female respondents reported that they had 2 meals in a day and 141 had 3 meals in a day. The lowest number of meals taken were in the age group of 13 to 18 and 41 to 65 years

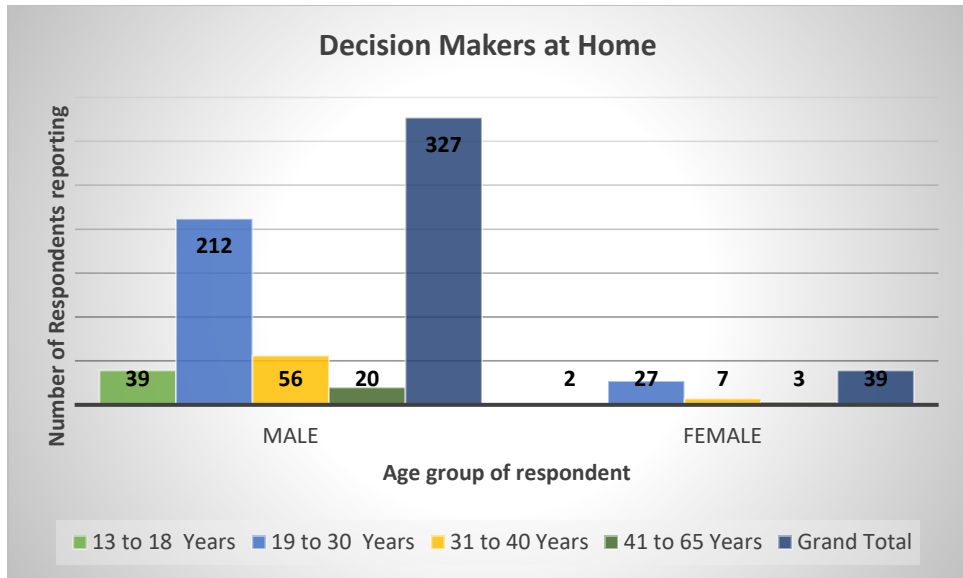
- d) All respondents reported that it was during Monsoons that **least amount of food** was consumed in the family as finding work was difficult (agriculture and other daily wage labour), income was less and therefore access to food was limited.

- e) **Nutrition Gardens:** Nutrition gardens or kitchen gardens are a good source of nutrients and micronutrients for the family. Only 3% of the respondents reported having a nutrition garden.

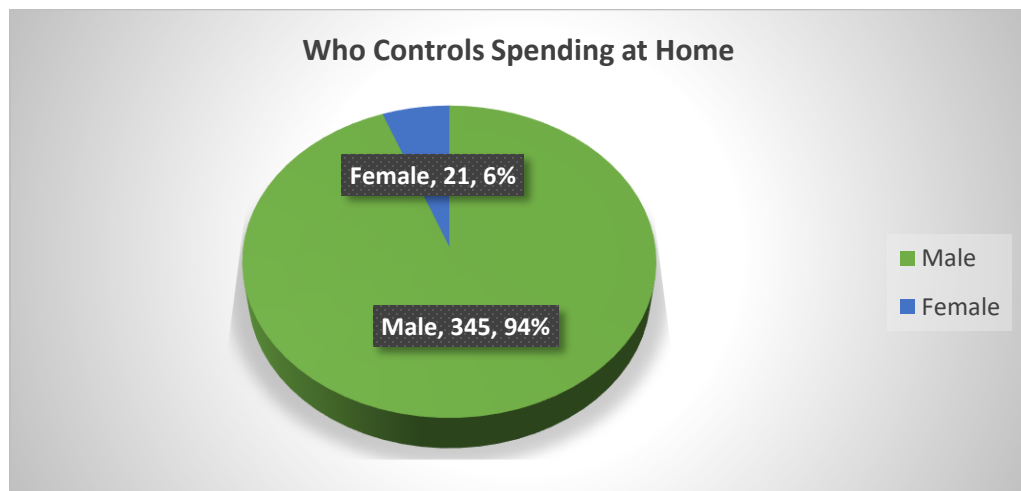
- d) **Gender Issues**

- a) **Major decision makers at home**

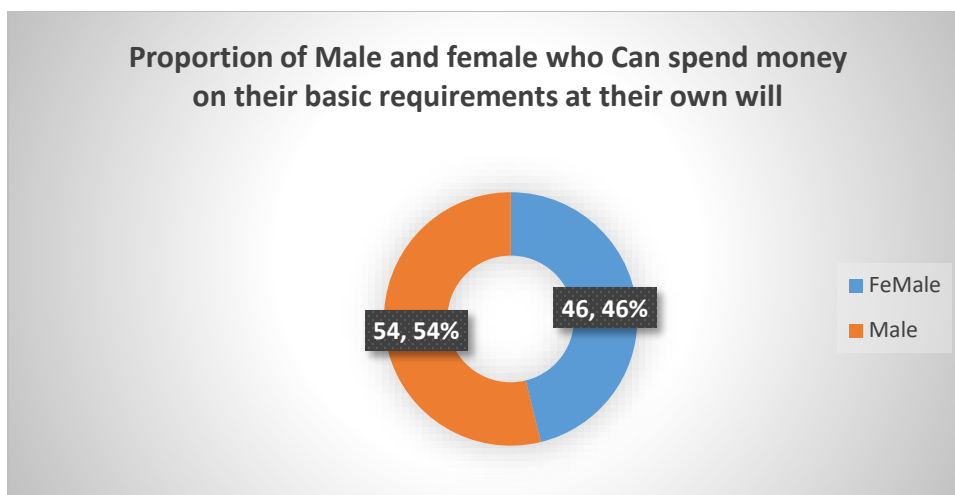
It was found that males (fathers/grandfathers/father in laws/ husband etc.) are the major decision makers at home for everything large or small. As indicated in the graph below 39 females (adolescent girls and women) out of 366 respondents reported that decision making was in the hands of a woman who could be a mother or a mother in law. This indicates suppression and poor empowerment of women as they are left out of the decision making process completely.



- b) **The ability to have control over finances and its spending is a sign of empowerment.** It was found that males (94%) were more empowered when it comes to taking decisions on spending money for the home while only 6% reported women were empowered to spend money for their home on their own.



- c) **Ability to spend money for basic requirements by self:** It was found that the proportion of males was higher than females indicating more empowerment males.



- d) **Proportion of Respondents reporting that girls and women need change in their lives:** While all women felt that they needed change in their lives, 6% of the males felt that women needed no change

Women and Girls Need Change in their lives	Female	Male
No	0	6%
Yes	100%	94%

- e) **What kind of change women and girls needed in their lives:** 169 women reported they needed awareness programmes while 185 male respondents also felt the same. 10 male respondents felt having a secure job with a good income would be a welcome change for women (economic independence) while 2 felt that mobility was an issue and freedom of movement was important change.

Change for women and girls (Numbers)			
Activities	Female	Male	Grand Total
Secure job with a fixed income		10	10
Mobility		2	2
Women Awareness Programme	169	185	354
<b>Grand Total</b>	<b>169</b>	<b>197</b>	<b>366</b>

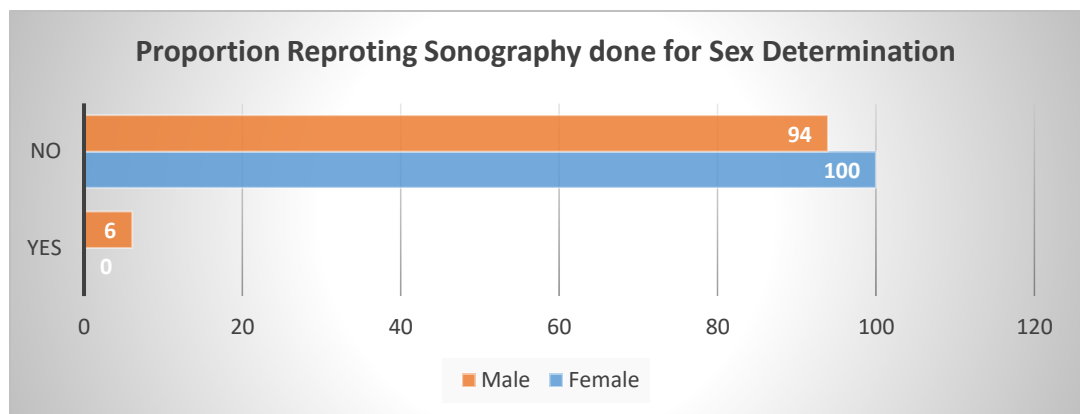
- f) **Safety of Women and Girls:** 3% of the respondents reported that women and girls are not safe

- g) **What should done to improve women's and girl safety:** While 169 females mentioned they want to be empowered, 185 males also mentioned the same. Males also felt that women should be made aware of their rights and how to be safe while 10 males reported they don't know should be done.

What should be done to improve their safety			
Row Labels	Female	Male	Grand Total
Awareness- of their rights and safety	0	2	2
Don't Know	0	10	10
Women Empowerment	169	185	354
Grand Total	169	197	366

h) The entire number of respondents refused to respond to whether they were abused as a child ever or in adulthood as they wished that nothing on this be kept on record.

i) **Sex Determination Done as a practice** : 6 % of the male responded that sex determination to find out whether the fetus was a female one was a practice in the village



j) Training Asked for

Training sought by respondents
How to make the village Addiction Free
Training on Agriculture & Animal Husbandry
Electric Work and Maintenance
Training on Equality and Rights of Women
Financial Literacy
Happier life
Training on how to lead a better life
New Technology in Farming
Public awareness Campaign for social issues of concern
Training on protection and safety of the Girl Child
Self Confidence Development
Training on Stopping Child Labor
Technical Training of any kind
Training on Water and Sanitation hygiene

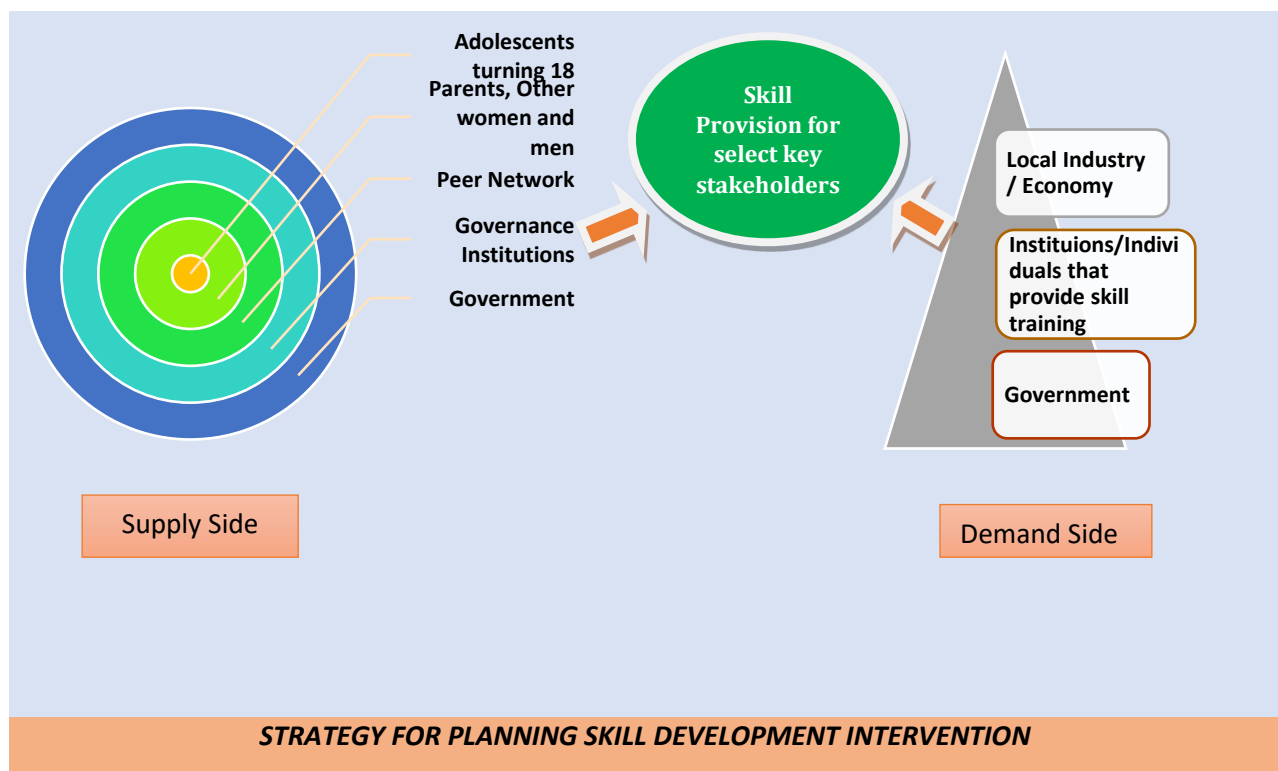
## Scaling up Initiatives for Phase 3

Following needs to be done for scaling up Project Shakti:

- a) A detailed Skill Gap Assessment
- b) Strengthening of the Village Knowledge Center
- c) Scaling up from Village/ Panchayat to Cluster of Villages, Taluka/block
- d) Engaging with Change Leaders
- e) Village Knowledge Center as the Center of all Activities
- f) Engagement of Elected Representatives in the process of Change
- g) Engagement of Change Leaders in taking forward Project Shakti
- h) Engagement with the Government to bridge the Gap between Schemes and Policies for people and outreach
- i) Engagement with the Corporate for Support and Participation in EVIs

The steps have been described below:

### A detailed Skill gap Assessment



## Strengthening of Village Knowledge Center

The concept of having a **village knowledge centre** is innovative and new. This helps in taking forward social change and transformation across the country at a greater speed with relevance to the educational, developmental, social and cultural needs of the community.

It will be managed by Community Change Champions and the implementing partner. Content for sharing will be developed by AMRF in local language. It becomes a source of knowledge, information and revenue for key stakeholders and the community at large. It is an asset for the community, that takes approximately six months to set up and investment for the betterment of the community and its nearby areas. Advantages of having a Village Knowledge Centre:

- a) Knowledge and information on key issues of concern relating to gender, health, nutrition, water and sanitation etc. can be shared with people from one source point thus influencing people for social and behavioural change
- b) Knowledge and information on education and career counselling can be shared with youth and parents for the benefit of children and youth, This will also be a driver for change and for influencing people to educate girls, reduce dropouts and child labour
- c) Knowledge and information on Government schemes, entitlements can be easily accessed and will help the community greatly
- d) It can be a centre for information on skill upgradation and career counselling.
- e) It is the digital future of communities and is a sustainable model
- f) It can be self sustained by getting advertisements from companies, shops, Government, educational institutions, ITI s , and demos from educational institutes and banks etc.
- g) It will improve trade and business of local people sale from agriculture and animal husbandry
- h) It can provide immediate job opportunity to some people and these numbers will slowly increase

**Combined with a Village Knowledge Centre, it can catalyse change and development faster. The Village Knowledge Centre will focus on the following:**

Specific activities of the Village Knowledge and Information Center

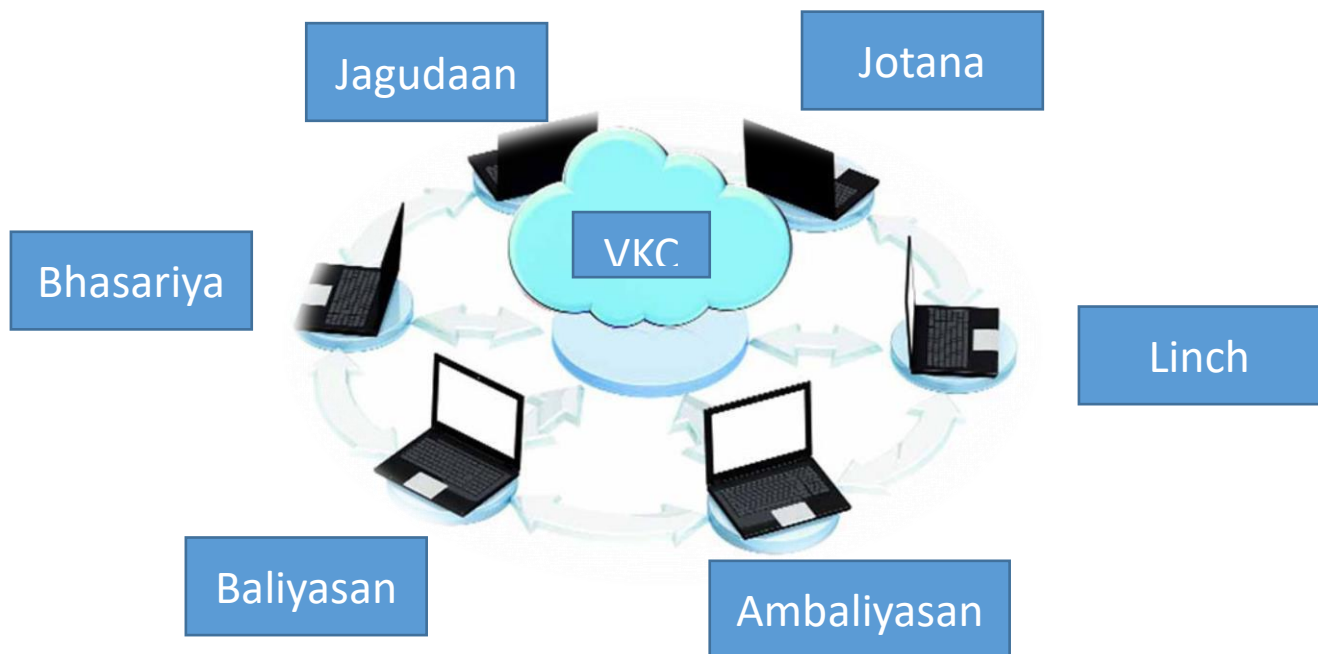
Career Counselling and Guidance	Soft Skill Training	Facilitation in Enrollment for Training , Job Fairs, Schemes	Programme Support for Enterprise and Skill Development
Outreach to adolescents, youth, men and women	Outreach to adolescents, youth, men and women	Outreach to adolescents, youth, men and women	Outreach to adolescents, youth, men and women
<ul style="list-style-type: none"> <li>• <b>Collaboration</b> with Training Institutions for SKILL training (ITI - Govt. Pvt./ Employment Exchange/ National Career Service/ RSETI/Others)</li> </ul>	<ul style="list-style-type: none"> <li>• Behavioral / Personality development / Attitude to work / Work ethics</li> </ul>	<ul style="list-style-type: none"> <li>• Aspiring adolescents/youth to suitable educational and training institutes for higher studies</li> </ul>	<ul style="list-style-type: none"> <li>• Skill Development and Enterprise Staff responsible for entire skill development programme for a cluster of villages</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Career Counselling, Guidance and aptitude</b> testing to gauge sustainability and feasibility of trade</li> </ul>	<ul style="list-style-type: none"> <li>• Basic Managerial Training</li> </ul>	<ul style="list-style-type: none"> <li>• Assisting in filling up of forms and informing on processes</li> </ul>	<ul style="list-style-type: none"> <li>• In case two Blocks/ Cluster of Village are selected for trades then responsibility will be accordingly fixed</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Information on educational and training</b> centers/government schemes/requirement of industries, required skills and facilitation in access</li> </ul>	<ul style="list-style-type: none"> <li>• Spoken English</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitating in availing schemes of the Government-bridging the gap</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate in developing market linkages and business planning, implementation</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Beneficiary Selection</b> for Trade based on Criteria</li> </ul>	<ul style="list-style-type: none"> <li>• Basic Accounting</li> </ul>		
<ul style="list-style-type: none"> <li>• <b>Collaboration for training</b> on soft skills and Trades</li> </ul>	<ul style="list-style-type: none"> <li>• Digital learning</li> </ul>		



## Scaling project Shakti from village to panchayat and taluka

### Scale up to be need based

1. Village Knowledge Center as the Center of all Activities
2. Engagement of Elected Representatives in the process of Change
3. Engagement of Change Leaders in taking forward Project Shakti
4. Engagement with the Government to bridge the Gap between Schemes and Policies for people and outreach
5. Engagement with the Corporate for Support and Participation in EVIs



- Discussions on with ITI Mehsana for use of the Village Knowledge center for Training on Skills as required by McCain and nearby Industries- MoU will be signed based on a knowledge Exchange Formula where AMRF will provide soft skill training and training on POSH in exchange of training for skills. (Agriculture/ food production, tailoring and beauty parlour services)
- Slowly adopt the Village Knowledge Centre- Certification courses free of cost will be provided for a **CLUSTER of VILLAGES (KAUSHAL/ Skills)**
- Digital learning, Soft skills, gender issues and other training programmes to be provided by Arupa
- Convergence with Government Line Departments

### Engagement with Change Leaders

- Stakeholder consultation with Change Leaders and others indicate the following:
- Willingness of Change Leaders to be Resource Persons and Brand Ambassadors of Project Shakti
- Willing to disseminate information and teach various subjects in vernacular language
- Willing to take up one subject each and based on the timing of their SHG activities, agriculture work and family needs
- Willing to travel to other panchayats and right now up to block level or invite people for training to the village

- Change Leaders to include boys and youth and elderly too
- Federate and manage SHGs and KVC post up scale
- Take up social issues

#### Engagement with the Government to bridge the Gap between Schemes and Policies for people and Outreach

- The District Magistrate/ Collector and Government Officials appreciate that Project Shakti works along with the Government and facilitates in bringing grass root level change through Convergence
- Invitation of Women from Project Shakti to District Level Events by the Collector's Office and Krishi Vigyan Kendra to showcase and sell products made by them
- Suggestion by the Collector to upscale activities by connecting with other food industries or talk to McCain to Upscale outreach
- Focus on branding and Marketing of skills and services as this is additional household income
- Invitation from the Police to work on Gender issues and appreciation of work on project Shakti
- Celebration of special days such as Health and Nutrition Day, Women's day etc.

#### Engagement with the Corporate for Support and Participation in EVIs

1. Skill Gap Mapping
2. Talking about volunteerism based on skills of employees- giving them village experience
3. Giving employees the chance to share their knowledge and change people's lives and help them become more confident in return and have ownership over the project

#### Training

##### 1. Soft Skill Training

- A) Career Counselling to Youth
- B) Motivation Sessions
- C) Digital Learning
- D) Basic Management Skills
- E) Gender Sensitisation Training at the factory

##### 2. Tailoring

- A) Making Uniforms and other tailored products

##### 4. Gruha Udyog

- A) Help in designing a logo for Project Shakti and a common Brand Name in consultation with women
- B) FGD with women on innovative products they can make
- C) Captive sale of products McCain
- D) Scope for flavors
- E) Health and Hygiene training

#### Way Forward For the Next Phase

Based on the success of the first two phases, it may be concluded that in the coming phase we can engage in the following:

1. Need for Scaling up within village and outside village at the level of block
2. Focus on Krishi and Kaushal ( Skills and Agriculture) related skill development
3. Continue with Gender sensitisation and financial empowerment



*Setting up a  
Beauty  
Parlour to be  
run by trained  
youth  
McCain and  
Arupa  
Mission  
Research  
Foundation  
22nd  
Feb 2018*

