

Success of vocational skill trainings leading to empowering rural community – Role of NGOs

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ABSTRACT: Various vocational training programmes were conducted for rural community at BCT (Bhagavatula Charitable Trust) during a decade to provide the knowledge on Apparel making, Backyard Poultry, Food Processing and gardening. The main target in conducting the trainings was to convert the unemployed rural community to employed one. BCT has identified nearby villages in Visakhapatnam district of Andhra Pradesh for accomplishing this task. The Percentage change in Income level of the different trainees was checked before and after trainings. The evaluation proforma of 10 questions were prepared and given to check the difference in knowledge and income level. It is evident that from the above Table in Apparel making & Embroidery Training given by BCT-KVK every trainee is an earner, (28.6%) trainees are earning between 10001 to 20000, (34.7%) trainees are earning between 20001 to 30000, (19.3%) trainees are earning between 30001 to 40000, (10.7%) trainees are earning between 40001 to 50000 and (6.7%) trainees are earning between 50001 to 60000. There is good demand for the eggs from the improved breeds like Vanaraja, Giriraja and Gramapriya breeds. On an average the farmers are getting 170 eggs annually and 5 kgs of meat from each bird giving an additional income Rs.2500. From a batch of 20-25 birds each family is getting an additional income of Rs.1000 per month. The back yard poultry has given a boost to rural women and giving supplementary income and additional employment especially to rural house wives. Since the Backyard poultry program is found to economically viable and technically feasible to be handled at village level, the study reveals that on an average there is 127.70% increase in income. This implies that there is 100% increase in Annual income among the rural women and leads to women empowerment. This indicates good scope to establish sustained livelihood in rural areas through backyard poultry. A Study of Impact on Food Processing Training conducted by BCT-Krishi Vigyan Kendra (KVK), Visakhapatnam District during the period from 2011-2013 was a total of 208 trainees were trained out of which, (38.5%) were self employed, (3.8%) were employed in local companies and (57.7%) were unemployed youth within the trainees. In Gardening Training it was found that almost 58.55% increase in the knowledge and work efficiency of the rural community which was sufficient for starting own business. After completion of model training course, trainees were sponsored from the different agro based industries in order to start the business. A post evaluation after starting the business was taken which leads in real success of the training. The average income of the trainee was increased by 2.55 times due to real practical experience given at KVK, which resulted in building the trust in rural youth for this sector. These Vocational Training aspects resulted in building the trust in rural community for earning their livelihood leading to financial empowerment.

KEYWORDS: Vocational, Skill, Training, Rural Community, Income, BCT.

I. INTRODUCTION

Non-governmental organizations (NGOs):

An organization that is not part of the local or state or federal government ^[1]. NGOs are legally constituted corporations created by natural or legal people that operate independently from any form of government. The term originated from the United Nations, and normally refers to organizations that are not a part of a government and are not conventional for-profit businesses. In the cases in which NGOs are funded totally or partially by governments, the NGO maintains its non-governmental status by excluding government representatives from membership in the organization. In the United States, NGOs are typically nonprofit organizations. The term is usually applied only to organizations that pursue wider social aims that have political aspects, but are not openly political organizations such as political parties.

The number of NGOs operating in the United States is estimated at 1.5 million.^[2] Russia has 2, 77,000 NGOs.^[3] India is estimated to have had around 3.3 million NGOs in 2009, just over one NGO per 400 Indians, and many times the number of primary schools and primary health centers in India.^{[4][5]} NGOs are difficult to define and classify, and the term 'NGO' is not used consistently. As a result, there are many different classifications in use. The most common NGOs use a framework that includes orientation and level of

operation. An NGO's orientation refers to the type of activities it takes on. These activities might include human rights, environmental, or development work. An NGO's level of operation indicates the scale at which an organization works, such as local, regional, international or national.^[6]

One of the earliest mentions of the term "NGO" was in 1945, when the United Nations (UN) was created. The UN, which is an inter-governmental organization, made it possible for certain approved specialized international non-state agencies - or non-governmental organizations - to be awarded observer status at its assemblies and some of its meetings. Later the term became used more widely. Today, according to the UN, any kind of private organization that is independent from government control can be termed an "NGO", provided it is not-profit, non-criminal and not simply an opposition political party.

Types of Non-Governmental Organizations

NGO types can be understood by their orientation and level of cooperation.

NGO type by **level of orientation**:

- **Charitable Orientation** often involves a top-down paternalistic effort with little participation by the "beneficiaries". It includes NGOs with activities directed toward meeting the needs of the poor.
- **Service Orientation** includes NGOs with activities such as the provision of health, family planning or education services in which the programme is designed by the NGO and people are expected to participate in its implementation and in receiving the service.
- **Participatory Orientation** is characterized by self-help projects where local people are involved particularly in the implementation of a project by contributing cash, tools, land, materials, labour etc. In the classical community development project, participation begins with the need definition and continues into the planning and implementation stages.
- **Empowering Orientation** aims to help poor people develop a clearer understanding of the social, political and economic factors affecting their lives, and to strengthen their awareness of their own potential power to control their lives. There is maximum involvement of the beneficiaries with NGOs acting as facilitators.^[7]

NGO type by **level of cooperation**:

- **Community-based Organizations (CBOs)** arise out of people's own initiatives. They can be responsible for raising the consciousness of the urban poor, helping them to understand their rights in accessing needed services, and providing such services.
- **Citywide Organizations** include organizations such as chambers of commerce and industry, coalitions of business, ethnic or educational groups, and associations of community organizations.
- **National NGOs** include national organizations such as the Red Cross, YMCAs/YWCAs, professional associations, etc. Some have state and city branches and assist local NGOs.
- **International NGOs** range from secular agencies such as Redda Barna and Save the Children organizations, OXFAM, CARE, Ford Foundation, and Rockefeller Foundation to religiously motivated groups. They can be responsible for funding local NGOs, institutions and projects and implementing projects.^[7]

Apart from "NGO", there are many alternative or overlapping terms in use, including: third sector organization (TSO), non-profit organization (NPO), voluntary organization (VO), civil society organization (CSO), grassroots organization (GO), social movement organization (SMO), private voluntary organization (PVO), self-help organization (SHO) and non-state actors (NSAs).

Bhagavatula Charitable Trust (BCT)

The organization is the brainchild of Dr. B. V. Parameshwara Rao, who, after completion of a PhD. In Nuclear Science from Pennsylvania in the US in 1967, decided to settle in one of the villages of Vishakapatnam district and work for the development of the villagers. BCT in Visakhapatnam is truly bringing about a rural transformation which has been the goal of people like Mahatma Gandhi. In a dedicated way, the Trust has devoted itself to build the confidence of the people. The people themselves have become the instruments of the change with the Trust playing the role of an adviser. The Trust has involved itself in all aspects of rural life - education, agricultural development and growth of allied activities."- (Dr. C. Rangarajan, Governor of Andhra Pradesh)⁸.

BCT is a nationally and internationally known voluntary organization working from the last 35 years (Started in 1976)³ at the grass-roots in the Visakhapatnam district A.P.

BCT Values

- Attention to the poor villagers
- Motto is concern for the other person
- Belief is the intrinsic capacity of every person, even the poor to help one self
- Approach is participatory
- Role is motivating and acilitating Honesty of purpose, openness and truth, Upholding human dignity and being fair to all will be guiding principles of our conduct.

BCT'S Philosophy, Approach and Activities: An Overview

Over the years, the philosophy of BCT has remained constant, but its approach has experienced some alterations; and its set of activities has been in almost, permanent flux.

Philosophy

In terms of BCT itself, the mission of the organization is “to promote continuous self improvement in the quality of lives of the villagers by Generating their own leadership in solving their problems and by creating opportunities at their doorsteps for utilizing their resources most efficiently” (Satyamurty, 1972: 2)9.

The World Bank has suggested that empowerment of women should be a key aspect of all social development programs (World Bank, 2001)¹⁰. Since the 1990's women have been identified as key agents of sustainable community development and women's equality and empowerment are seen as central to a more holistic approach towards establishing new patterns and processes of development that are sustainable (Handy & Kassam, 2004)¹¹.

II. NEED OF THE STUDY:

The present study focused on how BCT got success in Vocational Training Programmes leading to empowerment for rural community of Visakhapatnam District.

III. LOCALE OF THE STUDY :

Visakhapatnam District is having a Total population is 4,288,113 in 2011 compared to 3,832,336 of 2001. Out of Total population Male and female were 2,140,872 and 2,147,241 respectively. Population Growth for Visakhapatnam District recorded in 2011 for the decade has remained 11.89 percent. Same figure for 1991-2001 decade was 16.66 percent. The Total Area of Visakhapatnam District was 11,161 with average density of 384 per sq. km. Visakhapatnam Population is constituted 5.06 percent of total Andhra Pradesh Population. Average Literacy rate for Visakhapatnam District is 67.70 percent, a change of from past figure of 59.96 percent. In India, literacy rate is counted only for those above 7 years of age. Total literates in the Visakhapatnam District increased to 2,612,624.

IV. TRAINING AND DEVELOPMENT

A formal definition of training and development is “it is any attempt to improve current or future employee performance by increasing an employee's ability to perform through learning, usually by changing the employee's attitude or increasing his or her skills and knowledge”. The need for training and development is determined by the employee's performance deficiency, computed as follows:

Training and development need = Standard performance-Actual performance

Training refers to the process of imparting specific skills. (Randall S. Schuler, *et al.*, 1989)¹²

Importance of Training and Development

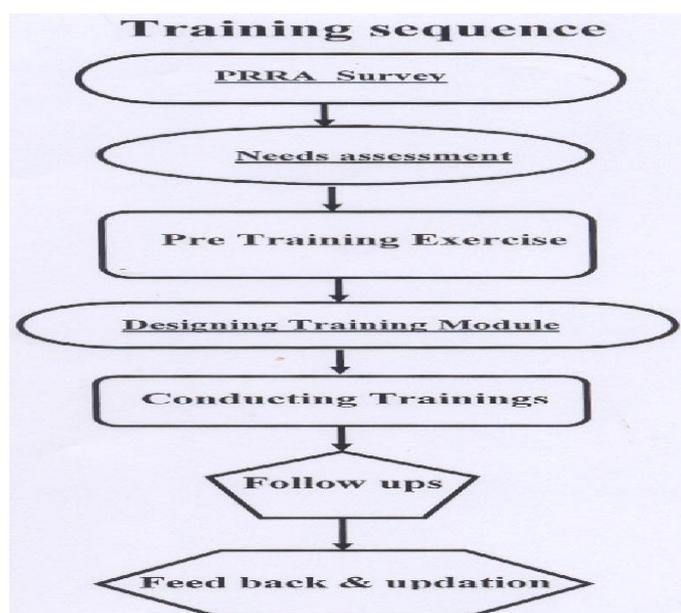
Training and development programmes, help remove performance deficiencies in employees. This is particularly true when

1. The deficiency is caused by a lack of ability rather than a lack of motivation to perform.
2. The individual(s) involved have the aptitude and motivation needed to learn to do the job better, and
3. Supervisors and peers are supportive of the desired behaviours.

Training process

- 1) Objectives and Strategies
- 2) Training needs Assessment
- 3) Establishment of training Objectives
- 4) Designing training programme
- 5) Implementation of training programme
- 6) Evaluation of the training.

BCT Training Process



V. EMPOWERMENT ASPECTS FROM VARIOUS STUDIES

(Lennie, 2002)¹³ illustrated the interrelationships between the four forms of empowerment that were identified, and summarizes the key features of each form of empowerment.

The types of Empowerment

The major types of empowerment can be summarized into four groups (Lennie, 2002)¹³. **Community empowerment:** Access to new and useful knowledge and awareness, Developing new skills, abilities, confidence and competence, obtaining the friendship and support of other women, participating in various activities with other women. **Organizational empowerment:** New knowledge and awareness about new benefits of technology for rural development through rural tourism development or development of agriculture cooperatives. **Political empowerment:** Influencing other government policies and decisions that affect on rural communities, changing town-based people’s beliefs, networking with people in government and industry and other women to discuss issues affecting rural women and rural communities. **Psychological empowerment:** An increase in self-confidence and self-esteem, Greater motivation, inspiration, enthusiasm and interest to develop new skills and knowledge, to keep pushing for better services for rural people, feelings of belonging related to participation in the online groups in particular.

VI. MAJOR TRAINING PROGRAMMES CONDUCTED BY BCT

- 1) Tailoring Training
- 2) Poultry Rearing Training
- 3) Food Processing Training
- 4) Gardening and Nursery Raising

1. Success of training programmes

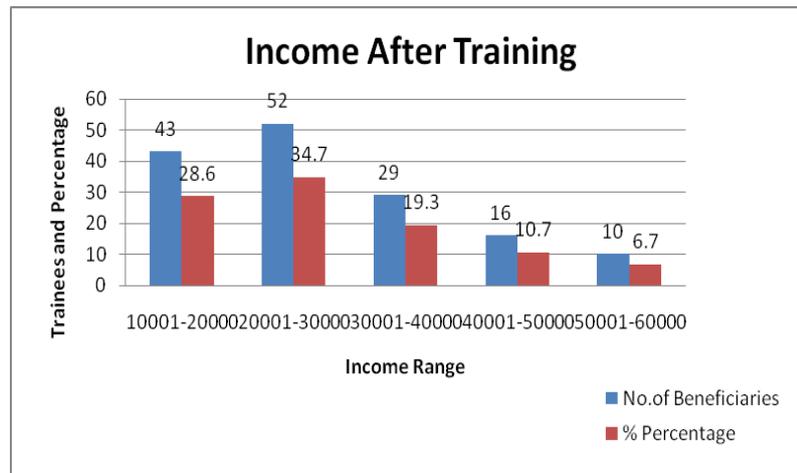
1.1 Tailoring Training

Percentage Change in Income Level After Training

Sr. No	Range of change in Income Level/year	No. of Beneficiaries	% Percentage
1	0-10000	0	0
2	10001-20000	43	28.6
3	20001-30000	52	34.7
4	30001-40000	29	19.3
5	40001-50000	16	10.7
6	50001-60000	10	6.7
	Total	150	100%

Table No 3: Percentage Change in Income level After Training

It is evident that from the above Table in Apparel making & Embroidery Training given by BCT-KVK every trainee is an earner, (28.6%) trainees are earning between 10001 to 20000, (34.7%) trainees are earning between 20001 to 30000, (19.3%) trainees are earning between 30001 to 40000, (10.7%) trainees are earning between 40001 to 50000 and (6.7%) trainees are earning between 50001 to 60000.



% Change in Income Level after Tailoring Training

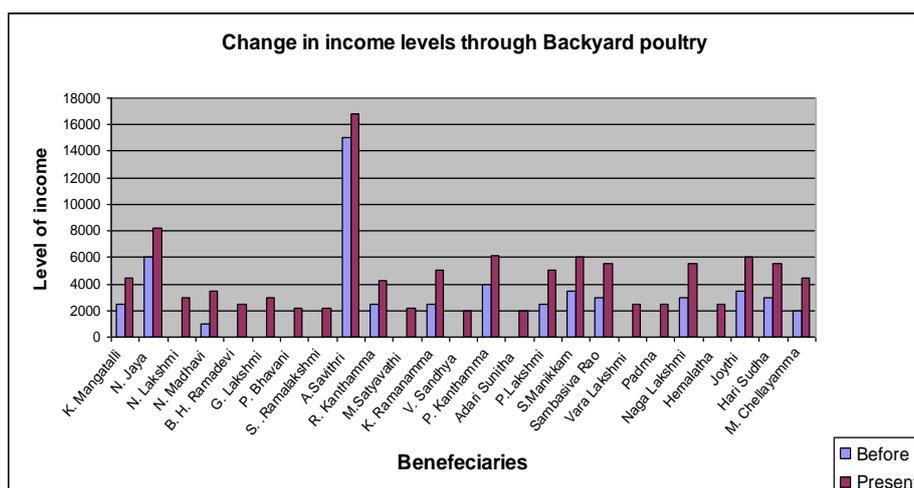
7.2 Poultry Rearing Training

Success of Backyard Poultry on Income Levels

Beneficiary	Income/year		% Change in income
	Before	After	
1	2500	2500+2000	80.00
2	6000	6000+2200	36.66
3	-	3000	3000
4	1000	1000+2500	250
5	-	2500	2500
6	-	3000	3000
7	-	2200	2200
8	-	2200	2200
9	15000	15000+1800	12
10	2500	2500+1800	72
11	-	2200	2200
12	2500	2500+2500	100
13	-	2000	2000
14	4000	4000+2100	525
15	-	2000	2000
16	2500	2500+2500	100
17	3500	3500+2500	71.42
18	3000	3000+2500	83.33
19	-	2500	2500
20	-	2500	2500
21	3000	3000+2500	83.33
22	-	2500	2500
23	3500	3500+2500	71.42
24	3000	3000+2500	83.33
25	2000	2000+2500	125
Total income	54,000	1,23,000	127.7

Since the Backyard poultry program is found to economically viable and technically feasible to be handled at village level, the study reveals that on an average there is 127.70% increase in income. This implies that there is 100% increase in Annual income among the rural women and leads to women empowerment. This indicates good scope to establish sustained livelihood in rural areas through backyard poultry.

Success of Change in income levels of women beneficiaries through Backyard Poultry

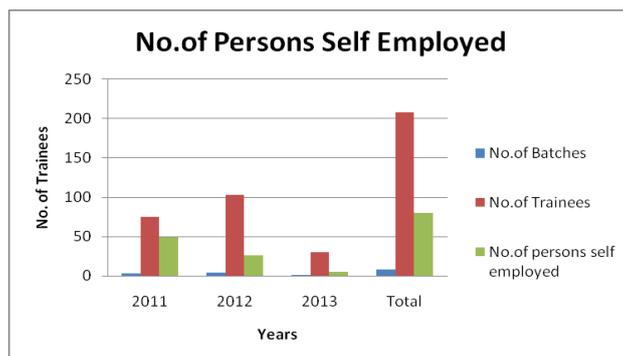


7.3 Food Processing

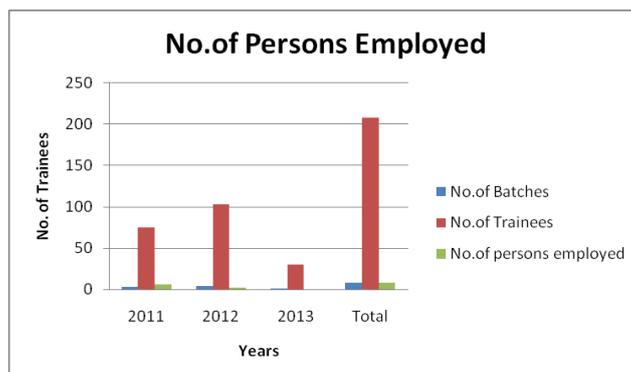
BCT Food Processing and Employment Scenario

Year	No. of Batches	No. of Trainees	No. of persons self employed	No. of persons employed	No. of persons with no employment
2011	3	75	49	6	20
2012	4	103	26	2	75
2013	1	30	5	0	25
Total	8	208	80	8	120

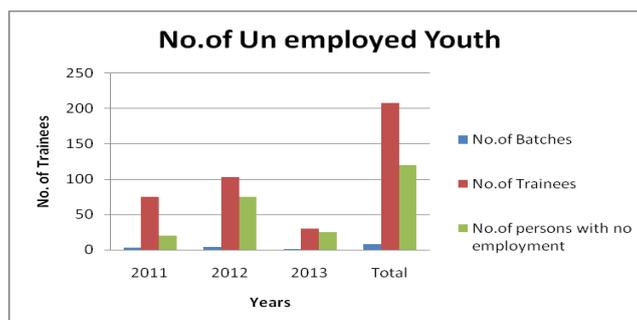
Table 1: Batches undergone Training at BCT-KVK



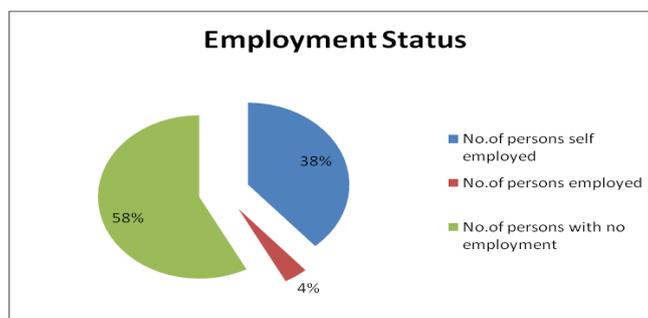
Graph 1: No. of persons Self Employed



Graph 2: No. of persons Employed



Graph 3: No. of persons Unemployed



Graph 4: Employment status of the Trainees

Through Food Processing Training a total of 208 trainees were trained out of which, (38.5%) were self employed, (3.8%) were employed in local companies and (57.7%) were unemployed youth within the trainees. 42.3 % Trainees are getting Livelihood.

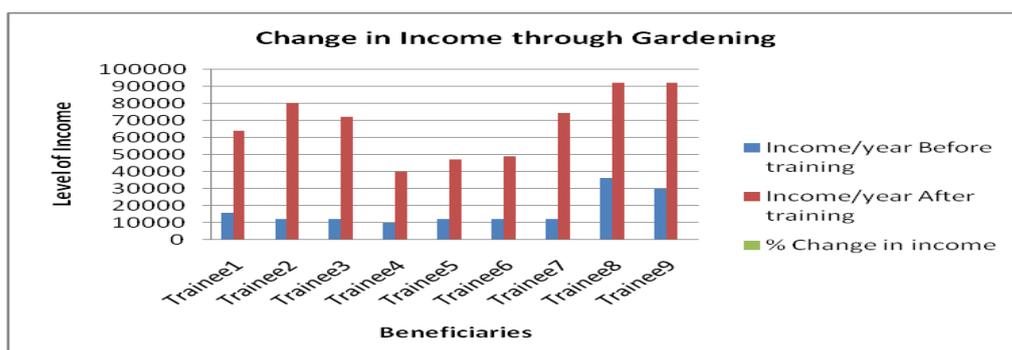
7.4 Gardening and Nursery Raising:

Impact of Gardeners Training on Income Levels

Sr .No	Trainee	Income/year		% Change in income
		Before	After	
1	Trainee1	16000	16000 + 48000	200.00
2	Trainee2	12000	12000+72000	500.00
3	Trainee3	12000	12000 + 60000	400.00
4	Trainee4	10000	10000 + 30000	200.00
5	Trainee5	12000	12000 + 35000	191.66
6	Trainee6	12000	12000 + 37000	208.33
7	Trainee7	12000	12000 + 62000	416.66
8	Trainee8	36000	36000 + 56000	55.55
9	Trainee9	30000	30000 + 62000	106.66
	Total income	1,52,000	4,62,000	253.21

Impact of gardeners Training on Income Levels

Out of the 140 trainees the BCT KVK followed 10 trainees who was started the gardening before the training itself. The 10 trainees were selected from different mandals of Visakhapatnam district to calculate the average gain in the income of the rural youth in order to justify the extension activity in gardening aspect.



This above graph implies that there was 2.5 times in increase in annual income among the rural youth and leads to livelihood generation. This indicates good scope to establish sustained livelihood in rural areas through establishment of Nurseries.

VII. CONCLUSION

It is evident that through Apparel making & Embroidery training program there about 142.5% gain in knowledge among the Apparel making & Embroidery Trainees. It is evident that from this training Apparel making & Embroidery Training given by BCT-KVK every trainee is an earner. The beneficiaries got hands on experience during the training program and started Individual units in their respective villages and also got employment in the nearby apparel companies. The KVK is offering necessary technical support during the follow up visits. There is good demand for Apparel making & Embroidery. The Apparel making & Embroidery training has given a boost to rural women and giving supplementary income and additional employment especially to house wives. Five batches of young women hailing from around 45 villages, have taken training in this Centre. Trained Women got employment in the Brandix Company in the "Apparel Park" of SEZ, located 15kms away from KVK centre. They are getting a minimum salary of Rs. 3500 /- per month. The researcher had selected 150 trained women for study. The rest of women have received sewing machines, through the well wishers of BCT and are having their own income generation programme at their residence. They are earning a minimum amount of Rs. 3000 /- per month sitting right in their own villages. The backyard poultry as one of the livelihood option was proved to be a feasible in handling as well as generating gainful employment and income. In the above study covering different sections of women ranging from an agricultural labourer to a restricted housewife, the backyard poultry improved the financial status and provides additional employment conveniently to different sections of rural women. The rearing of the birds resulted in improving the cash in hand and ultimately effecting the financial decision making of women at home.

Food Processing Training proved that a total of 208 trainees were trained out of which, (38.5%) were self employed, (3.8%) were employed in local companies and (57.7%) were unemployed youth within the trainees. 42.3 % Trainees are getting Livelihood.

Gardening training proved that there was 2.5 times in increase in annual income among the rural youth and leads to livelihood generation. This indicates good scope to establish sustained livelihood in rural areas through establishment of Nurseries.

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