



# TARA Livelihood Academy

*- A Development Alternatives Group Enterprise*

Over the last 25 years, **Development Alternatives (DA)** has evolved as a premier resource centre for sustainable development. It is committed to disseminate know-how through a dedicated vehicle – the **TARA Livelihood Academy (TLA)**, established by **Technology and Action for Rural Advancement (TARA)** in 2007. TLA's mission is to provide skills and knowledge to the youth, women, farmers, entrepreneurs and professionals engaged in development initiatives .

TLA's services are offered in three streams - Employability Skills, Entrepreneurship Development and Executive Know-how.

Recognizing that skills and knowledge are the driving forces of economic growth and social development, TLA aims at providing a robust trained workforce, which is dynamically adjustable to the changing demands of employment and technologies, to the market. With fast changing skill needs in the labour market, TLA focuses on short, relevant and effective courses that help candidates get suitable employment. TLA's placement cell works with employers in the Bundelkhand region to facilitate recruitment.

A pioneer in micro-enterprise development programmes, DA believes in promoting local entrepreneurship through training on EDP (Enterprise Development Programme) conducted by TLA. As part of TLA's Enterprise Development Support Services, hand holding support is offered and necessary linkages are provided to the candidates for overall development of their enterprises.

The Executive training programmes in TLA cater to market driven needs of mid-career professionals working on issues of sustainability. TLA also conducts agency sponsored programmes, directed at fulfilling the needs of working executives from NGO's, Government Agencies and the Corporate Sector.

# Employability Skills

Commitment towards making people employable

## Key Features

- ❑ The range of Employability Skills Training programmes cover:
  - Life Skill Training
  - Vocational Training
  - Self-Employment Training
- ❑ Target group – particularly rural youth and women
- ❑ TLA is officially registered with Government of Uttar Pradesh as a Vocational Training Provider (under the Ministry of Labour and Employment, Govt. of India Scheme)



## Focus Areas:

A number of training programmes are offered under employability skills training. Some of the focus areas are:

- ❑ Livelihood Security and Income Generation
- ❑ Local Resource Based Value Chains
- ❑ Training Programmes catering to Retail and Service Industry
- ❑ ICT based Training Programmes
- ❑ Basic Needs Sectors – Housing, Energy, Water



## Success Story: Training on Rat-trap Bond Technique (Wall Construction)

Training was organized for masons on rat-trap bond technique of wall construction. The programme was conducted in Village Mador, Block Niwari, Tikamgarh (Madhya Pradesh) and 18 individuals participated. Mr. Pankaj Khanna, Green Building expert from Development Alternatives was the resource person for the training programme. It was a major success.



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## Feedback of Participants:



*“Yeh ek bahut hi prabhavpoorna takneek hai, aur nirman karne mein bhi asaan hai. Is prashikshan se hum sab ko kaafi laabh hua hai*

*(It is a very effective technique, and easy to construct too. This training has been quite beneficial for all of us).”*

**– Gopal, Village Mador.**

## Training Programmes Offered under Employability Skills:

Training Programmes	Duration	Target Group
Security Guards	7 days	Rural/Urban Young Boys
Guest Attendants/ Waiters	10 days	Rural/Urban Youth
Floor Executives in Retail	15 days	Rural/Urban Youth
Tour Guide	15 days	Rural/Urban Youth
Certificate in English Speaking and Personality Development	2 months	Rural/Urban Youth
Certificate in Screen Printing	1 month	Rural/Urban Youth
Basics of Computer Skills and Desktop Publishing	3 months	Rural/Urban Youth
Tailoring (Basic Sewing Operator)	3 months	Rural/Urban Women & Girls
Masonry	6 days	Rural/Urban Youth
Hand-made Paper Product Making	15 days	Rural/Urban Youth/ Women

**For further information, contact: Manager Training**

**TARA Livelihood Academy**

*(A unit of Technology and Action for Rural Advancement)*

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# Entrepreneurship Development Training

A pioneer in micro-enterprise development

## Key Features:

- ❑ The range of Entrepreneurship Development Training programmes offered by TLA cover:
  - Entrepreneurship for Beginners
  - Enterprise Management for Existing Entrepreneurs
  - Business Expansion for Enterprise Associations
- ❑ Training curricula includes from making a business plan to learning to have strong market linkages
- ❑ Target group – particularly youth and women



## Focus Areas:

A number of training programmes are offered under entrepreneurship development training. Some of the focus areas are:

- ❑ Entrepreneurship skills and Micro Enterprise Development
- ❑ Micro Finance
- ❑ SHG Formation and Operationalization
- ❑ Farm and Non-Farm based Income Generation and Micro-business Opportunities



## Success Story: Training under HP LIFE (Learning Initiative for Entrepreneurs) on ICT knowledge

For the past three years, training is being organized under the HP LIFE (Learning Initiative for Entrepreneurs) programme at TARAGram Pahuj. These training programmes help entrepreneurs and small business owners develop essential IT and business skills and demonstrate how micro entrepreneurs can improve the success of their businesses using Information and Communication Technology (ICT). Training of Trainers (ToT) and Training of Master Trainers (MTot) is also part of the programme. Till date, 300 entrepreneurs have been trained on ICT skills and knowledge; 6 trainers have undergone ToT and 2 have undergone MToT from TARA Livelihood Academy.



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## Feedback of Participants:

*"Mera ek general store hua karta tha. Par is training ke baad, maine ek Computer Studio khola hai aur meri aamdani Rs. 150 prati din ho gayi hai. Mere is naye vyavsaye ki wajah se, meri izzat gaon mein aur badh gayi hai aur main ab Xerox, screen printing aadi ka bhi kaam shuru karoonga.*

(I used to have a departmental store earlier, but after this training, I have opened a computer studio, by way of which I am able to earn about Rs. 150/ day. Because of this business now my image in the society is good and people look at me with respect. Now, I am also planning to start Xerox, screen printing and etc.)."

– Dharam Pal Verma, Village Ambabai.



## Training Programmes Offered under Entrepreneurship Development:

Training Programmes	Duration	Target Group
Spices Processing, Packaging & Marketing	3 days	Rural/Urban Women & Girls
Enterprise Development	2 days	Rural/Urban budding Entrepreneurs
Soft Toys Making, Hand Embroidery and Artificial Jewellery Making	20 days	Rural/Urban Women & Girls
Handmade Paper Products Making	20 days	Rural/Urban budding Entrepreneurs
Different Roof and Wall Techniques	7 days	Artisans/Masons
STSB (Smart Technology for Smarter Business)	4 days	Rural/Urban budding Entrepreneurs
HP LIFE GET-IT (Graduate Entrepreneurship Technology using Information Technology)	4 days	Rural/Urban budding Entrepreneurs

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# Executive Know-how

Focusing on orienting Executives towards development issues

## Key Features:

- ❑ The range of Executive Training programmes offered by TLA cover:
  - Individual Capacity Building
  - Organizational Capacity Building
  - Facilitation and Consultancy
- ❑ Target group – working executives from NGO's, Government and Corporate Sector
- ❑ Aims at upgrading their skills in order to improve efficiency
- ❑ Forms the basis of fee based training focusing on orientation of Executives towards development issues



## Focus Areas:

A number of training programmes are offered under executive training. Some of the focus areas are:

- ❑ Basic Needs Fulfillment
- ❑ Clean Technology
- ❑ Natural Resource Management
- ❑ Community Institution Building
- ❑ Market and Enterprise Development



## Success Story: Training on Drinking Water Quality Monitoring and Management

A training programme on Drinking Water Quality Monitoring and Management was organized over a three day period. The training was conducted at TARAGram Orchha in Madhya Pradesh by Mr. Manoj Kumar from Development Alternatives and Mr. Pramod Kumar. The participants were from various organizations like Tarumitra (Patna); Action India; BAIF Institute for Rural Development; ADCC; Canadian Red Cross; and Tata Chemicals Limited.

## **Success Story: Training on Participatory Planning and Decision Making using - Geographical Information System (GIS)**

A 3 days training was conducted on 'Participatory Planning and Decision Making using Geographical Information System (GIS)' in Delhi to make the participants understand the basics of GIS; how can it facilitate in planning and decision making; and acquaint them with tools and techniques to undertake GIS application in various thematic areas. The participants were from various organizations like National Foundation for India, CORE, Gurgaon, World Vision Chennai and etc.

### **Training Programmes Offered under Executive Training:**

<b>Training Programmes</b>	<b>Duration</b>	<b>Target Group</b>
Carbon Revenue: A Source of Funding	3 days	Sr. and Middle level professionals
Renewable Energy Sources as Business Opportunities	3 days	Sr. and Middle level professionals
Community Radio: A Tool to Empower the Community	3 days	Sr. and Middle level professionals
Drinking Water Quality Monitoring and Management	3 days	Sr. and Middle level professionals
Development Management	3 days	Sr. and Middle level professionals
Organizational Development: A Program for Managing Change	3 days	Sr. and Middle level professionals
Value Creation through Renewable Energy Models	3 days	Sr. and Middle level professionals
Developing Organization Leadership with TQM for OD	3 days	Sr. and Middle level professionals
Developing Training Approaches & Methods	3 days	Sr. and Middle level professionals
Monitoring, Evaluation and Learning	3 days	Sr. and Middle level professionals
Solid Waste Management	3 days	Sr. and Middle level professionals

### **Other Training Programmes Offered:**

<b>Training Programmes</b>	<b>Duration</b>	<b>Target Group</b>
Group Development and Management	2 days	SHGs, Farmers, Masons etc.
Panchayati Raj & Decentralized Planning	2 days	Panchyat members
Role of Panchyat in NREGS	1 day	Panchyat members
Integrated Management (IPM) for Wheat & Mustard	3 days	Farmers
Develop a PoP for Wheat, Mustard, Chick Pea etc. through emphasis on Water Efficient Practices and Delivery of Training	3 days	Farmers

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## TARA

The Society for Technology and Action for Rural Advancement (TARA) is a 25 year old social enterprise set up to disseminate the “means for creating sustainable livelihoods” on a large scale, and to thus mobilize widespread action to eradicate poverty and regenerate the environment.

TARA nurtures micro-enterprise based green business solutions for environment and development challenges faced by the poor. Green technology packages field tested by TARA are marketed to hundreds of small businesses by TARA. each year. Till date, approximately 4,000 of these rural enterprises have created Green Jobs for over 25,000 people and indirect employment benefits for approximately 75,000 more. (<http://www.tara.in>)

## Development Alternatives Group

A pioneer in sustainable development and the first social enterprise in India (established in 1983), DA envisions a world where every citizen can live in security, with a dignified job and an assured income. We believe that the key to achieving this is the creation of sustainable livelihoods in large numbers - providing the rural poor with jobs with decent income, giving meaning and dignity to life, producing goods and services for the local market and preserving the environment. (<http://devalt.org>)

## TARA Livelihood Academy

### Organizational Headquarters:

B-32, TARA Crescent, Qutub Institutional Area, New Delhi – 110016  
Tel: +91-11-26134103, 26890380 Fax: +91-11-26130817

### Training Facilities Centre:

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