

# AeA India e newsletter

## Message from RD's Desk

February and March have been busy months for the entire team, with Aide et Action South Asia Program advancing forward with new partnerships, collaborations, innovative programs and launch of the first iLEAD centers in North India.

Aide et Action (AeA) has forged partnership with Cornell University to undertake an innovative project entitled "Unlocking the BoP (base of the pyramid) Potential: Rural Immersion Programme for the Senior Executives of MNCs" wherein senior executives of MNCs would be sensitized on issues of poverty and livelihoods, so as to create win win models of business with the poor communities.

European Commission has sanctioned 750,000 euros for AeA's project in Sri Lanka. A discussion on media fellowship was held in collaboration with NFI and a film is being made on the experiences of a teacher, based on Giju Bhais' captivating film "Day Dream". This will be an inspirational film and a tribute to teachers.

95% of the first batch of iLEAD candidates have successfully completed their training and are undergoing placement in reputed organisations. Congratulations!

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## 1. Base of the Pyramid Learning Lab (BoP LL)

Aide et Action participated in the meeting of the **Base of the Pyramid Learning Lab (BoP LL)** on 9<sup>th</sup> and 10<sup>th</sup> March 2006. The visit has been part funded by the Johnson School of Cornell University, which has evinced keen interest on AeA's work related to livelihood education.

The main objective of the visit was to participate in the BoP LL meeting and make a presentation on AeA and its experiences on iLEAD education programme aimed at the base of the pyramid communities.

### Achievements and Outcomes

1. AeA and Johnson School Joint Research Work on BoP Communities in India
  - The Solae Company of famous DuPont group and Cornell University would fund a research to AeA India with a budget of approximately USD 40,000
  - Field work would be carried out in urban slums of Hyderabad and operational area of AeA Partner NGO MARI
  - Project duration is 4 months from April 2006
2. Initial Contacts with MNCs and Development Agencies in the USA for Resource Mobilisation
3. AeA and Cornell University Development Education programme titled "Unlocking the BoP Potential: Rural Immersion Programme for the Senior Executives of MNCs"  
This is a highly innovative initiative which will build the understanding of senior executives

of MNCs as to how they can create win win models of businesses with the poor who lie at the bottom of the pyramid.

### **Overall Summary**

On the whole, the visit has been quite useful as it has opened a window of opportunity for AeA to explore possibilities of expanding horizons to reach towards trans-Atlantic to

- Develop capacities in research in livelihood education
- Develop strategic partnership
- Initiate innovative development programmes
- Mobilize resources

## **2. EduAction Consultation**

A one day consultation with selected INGOs, NGOs and experts in the field of education was conducted at Hyderabad in March 2006, to brainstorm on "EduAction Institute", the educational resource centre of Aide et Action. The purpose of this consultation was to seek inputs from experts on AeA India's conceptualization and initiation of the process of setting up of the EduAction Institute as a resource centre. The consultation was attended by over 20 participants including NGOs (MORE, MARI, RDT), INGOs (ActionAid, CCF) and representatives from DFID India, ILO-IPEC project, CfBT and CESS.

The specific objectives of the consultation were to:

- Assess current availability of technical resource agencies in education and identify scope for EduAction Institute (type and nature of services to be provided)
- Identify core areas of work for EduAction Institute to impact education sector of the country and prioritise the same (capacity building, Research, consultancy, data support etc)
- Identify possible collaborations with Government and civil society agencies and suggest sustainability strategies (operational as well as financial)

Various issues such as relevance of EduAction Institute, the difference levels of operations, the role of stakeholders, the issues for research and advocacy, the need for capacity building, broad basing and ownership and resource mobilization were dealt with in detail.

## **3. Run for Education**



*Mr.R.Nataraj, I.P.S and Mr.Walter Devaram, I.P.S greeting the participants*

The Chennai Marathon organised by Rotary District 3230 was held at Marina Beach, Chennai on 5<sup>th</sup> February 2006. 107 boys and 44 girls from the Arumbu Boys and Girls Clubs and 35 youth from iLEAD North and South Chennai Centers participated in this event.

It was a memorable experience for the children as it provided an opportunity for them to participate in an international sports event, meet many celebrities and interact with senior officials. Breakfast and health drinks were provided to all the participants. T-Shirts and participation certificates were awarded to all the participants.

At the end of the event the children had an interactive session with the City Police Commissioner and Joint Commissioner who congratulated them. Mr.Walter Devaram I.P.S (Chairman of Sports Authority of Tamil Nadu) evinced interest in the Arumbu Project activities. He was oriented about the activities of the clubs during his discussion with the participants.

#### 4. Upcoming iLEAD centers

##### **iLEAD – Pune**

An iLEAD center has been established in Bhosale Nagar at Pune. The venue is being set up with the required infrastructure. The instructors have been trained, community mobilisation drives have been conducted in three locations to select candidates. Counselling was done for 70 candidates and they have been admitted. The courses offered are hospitality services, automobile 2 wheeler mechanism, nursing assistants, laboratory technicians and IT enabled services. Regular training will commence from 1st April 2006.

##### **iLEAD – Bhopal**

The premises for the iLEAD center at Bhopal has been identified and instructors have been selected. Household survey is in progress to mobilise candidates. The instructors will be trained from 4<sup>th</sup> to 6<sup>th</sup> April. The courses offered are hospitality services, automobile 2 wheeler mechanism and customer relations and service. The center will start functioning in full swing from 7<sup>th</sup> April onwards.

##### **iLEAD – Gurgaon**

An iLEAD center is to be established in Gurgaon, Delhi at the premises of SNS Foundation. The institute is centrally located with facilities such as canteen and playground. The premises was given free of cost to Aide et Action however, expenses towards infrastructure development, instructors' salary and curriculum development will be met by AeA. The modalities of working in partnership with SNS Foundation are being worked out.

#### 5. Passing out with flying colours - iLEAD first batch

The first batch of iLEAD from South Chennai have successfully completed their course with around 95% placements. The remaining 5% are cases had enrolled for further studies. Their salaries range from Rs.1500 to Rs.4500 per month. Congratulations to the students and the team of instructors at iLEAD on the successful completion!



**Bhaskar**, a differently abled boy, could not cope up with his peers and therefore discontinued his studies. Trained in IT enabled services at the iLEAD center, he has shown great improvement due to the individual attention provided by his instructor. He has been placed as a data entry operator with Greek Fortune and is earning around Rs.2000 per month.



**Sakthivel** whiled away his time feeling there was nothing meaningful in his life. Fortunately, he found an opportunity to pursue training in hospitality services course at iLEAD. He is now placed as a steward at Hotel Savera and is earning almost Rs.2500 per month. He says, "I am indebted to iLEAD and my instructors who have given me a new lease to life and helped me reach great heights of success. I hope to carry the message of iLEAD to others like me who are less fortunate."

## 6. News on staff

### Welcome to new Staff !



**Nishitha D'Souza** joined AeA in February 2006 as Senior Coordinator based in Mumbai. Her area of specialization is planning, implementation and monitoring of community based rehabilitation inclusive education projects. She has worked with people affected by HIV/AIDS and leprosy.

Her education includes a masters degree in Social Work and a bachelors degree in Arts with specialization in psychology, economics and sociology.



**Ashutosh Singh** Joined AeA in February 2006 as Senior Coordinator Operations. He holds a Post Graduate Diploma in Rural Management from Indian Institute of Rural Management with dual specialization in rural development and rural marketing.

His areas of specialization include development of micro enterprises, project planning, implementation and monitoring. He has been mainly involved with livelihood based income generation projects for UNFPA, UNDP, UNIDO, World Bank and DFID.



**Paul V. Chater** joined AeA as full time Consultant - Tsunami Project. He has 25 years experience in project management of which over 15 years was in International Donor agencies. His core expertises are in capacity building, planning, monitoring, evaluation and strategy preparation and working with corporate houses in initiating partnerships and helping them evolve their corporate social responsibility strategy.

He has a master's degree in Social Work and diploma in Social Development. He has dealt with developmental issues such as third world poverty, HIV/AIDs, gender, food Security, child rights and disability in his previous assignments.



**Bobby Kanna** joined AeA as Consultant. Her last position was as Information Officer for Oxfam-Australia through the East Coast Development Forum on a contract basis.

She holds a Masters degree in Social Work and is a gold medalist. She is professionally skilled in family and child welfare and social research.



**Dr. S. V. Rangacharyulu** joined AeA as full time Consultant EduAction Institute. His most recent position was as Professor and Director in National Institute of Rural Development in Hyderabad where he has been working since 1970.

He has specialized in issues relating to poverty, unemployment, inequality, development indicators, monitoring and evaluation, sampling, evaluation designs and advanced statistical techniques in rural development. He has published papers and research reports on his areas of specialization. He holds a masters degree and a PhD degree in Statistics.



**Dr. Surisetty Srinivas** joined AeA as Senior Coordinator Livelihoods headquartered at Hyderabad.

His education includes a post graduate and a PhD degree in Social Work. His areas of specialization are planning, co-ordination, implementation, reporting and documentation of livelihood programs.



**Padma Buggineni** joined AeA as Senior Coordinator based at Hyderabad. She has over 7 years experience in the development sector especially working with women, children and the community level workers.

She has specialized in developing training modules and capacity building of grassroot level, district and state level functionaries on maternal and child health. She has master's degrees in Arts and Science and her subjects include Child Development, Nutrition, Textiles, Home Management and Extension Education.

**K. M. M. Khalandar** joined AeA as Coordinator Construction based at Hyderabad. His previous position was as an engineer in District Water Management Agency at Anantapur, Andhra Pradesh. He has a technical background in construction engineering and a master's degree in sociology.

He has specialized in construction related activities such as preparation of layouts, plans, execution and maintenance of buildings.

**Goodbye to team members! Wishing them the best in their future endeavours**



Naveen Kumar



Isaac Jebaseelan



Neeraj Neer



Dr. Sabu K. C.