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GOVERNMENT OF ODISHA
PANCHAYATI RAJ DEPARTMENT

RESOLUTION

The 4th March 2014

SUBJECT—Guidelines for the Scheme “Mission Yuva Shakti”.

Youth Policy, intends for holistic development of youth in the State. The major intervention of the policy is on skill development, training, education, life skill, entrepreneurship, employment, health and well being, sports and physical education etc. In order to mobilize the youth and achieve their holistic development, a special mission known as “Mission Yuva Shakti” has been envisaged.

“Mission Yuva Shakti” is a convergence programme which focuses on tapping the existing potential of the youth and building their capacities and making them socially & economically empowered, in order to improve their quality of life so that they can contribute to the overall development of the society. Under this holistic programme, the youth can be equipped to meet various societal and economical challenges. Services of the youth can be utilized for creating awareness among the citizens on various Government Programmes, so that they have better bargaining power against their entitlements.

2. Duration of the project :

Project duration will be for one calendar year. Few activities can be replicated under National Rural Livelihoods Mission (NRLM) beyond the project period.

3. Total cost of the project over the proposed duration :

The total cost of the project is Rs. 24,49,32,200 which will be met out of the State Plan

Sl. No.	Project Components	Budget
(1)	(2)	(3)
1	Micro-Enterprise-Joint Liability Group	15,86,97,000
2	Exposure Visit for SHG members/JLG members and PRI representatives.	5,02,40,000
3	Bharat Nirman Volunteer for developing model villages, including incentives.	1,15,55,200

(1)	(2)	(3)
4	IEC SHGs	24,60,000
5	Financial Literacy Programme	2,19,80,000
Total		24,49,32,200

4. Objectives :

Giving an opportunity to the youth to become economically empowered by enhancing their skills and making them employable.

- (i) Mobilizing the youth into dynamic institutions in order to provide them a platform to unleash their full potential.
- (ii) Empowering the youth to fight against all forms of discrimination and exploitation in the society and collectively bargain to achieve their appropriate rights and entitlements.
- (iii) Building the capacity of the youth by giving them exposure so that they have informed choices while making decisions on different social, financial and economical aspects.
- (iv) Youth can be sensitized to facilitate developmental programmes which are not only sustainable but also environment friendly.
- (v) Youth can become change agents to reduce various social stigmas present in the society.
- (vi) Instilling a sense of ownership and responsibility by making them self-employable.

5. Target :

Sl. No.	Project Components	Specific Targets
(1)	(2)	(3)
1	Micro-Enterprise-Joint Liability Group (JLG)	10,000 youth mobilized into 2,000 JLGs
2	Exposure Visit for SHG members/JLG members and PRI representatives	10,048 SHG members/JLG members and PRI representatives.
3	Bharat Nirman Volunteers for developing model villages, including incentives.	6,280 Bharat Nirman Volunteers for developing minimum 314 model villages.
4	IEC SHGs	150 IEC groups-750 members
5	Financial Literacy Programme	31,400 Youth members

6. Project design :

Project Components	Design
Micro-Enterprise-Joint Liability Group (JLG)	The Joint Liability Group for youth will be an informal group comprising of 4 to 7 individuals coming together for starting a micro-enterprise. Around 10,000 youth will be targeted and supported (Average 2 youth per GP).

Mobilization :

- (a) Every youth between the agegroup of 18—35 years can be part of the JLG.

- (b) Youth will be mobilized by the Gram Panchayat Level Federations (GPLF)/Block Level Federations (BLF) under the direct supervision of District Rural Development Agency (DRDA).
- (c) Camps will be organized at the GP level for identification of youth by the GPLF/BLF/NYKS/NSS.

Capacity Building :

Depending on the micro-enterprise to be taken up by the JLG, two types of training will be imparted :

- a. **Skill training**—This training will focus on building minimum skill requirement of the JLG on a particular trade. The trades could be Tailoring, Beautician, Catering, Sales & Marketing of Agri-Products/Handloom/Handicraft, Tent house, Agarbati, Poultry, etc.
- b. **Soft-skills training**—Apart from the technical training, the youth will also be given training on soft-skills which would include better communication skills, management skills, entrepreneurial skills etc.

The number of days of each of these trainings will differ depending on the micro-enterprise, however it shall not exceed 30 days for any of the trade. The training window on soft-skills will range from 7 days to 15 days depending on the trade.

Potential partners for training of JLGs in specific trades shall be identified at the district level. These may include RSETIs, ITIs, ITCs other technical institutions and NGOs. The training institute shall provide boarding and lodging for the JLG during the training period.

The guidelines and training modules will be implemented jointly by OLM, SIRD and MSME Department.

Financial Support :

1. Each JLG will be given an interest free loan of up to Rs. 25,000
2. Apart from interest free loan, the JLG will also be facilitated with bank credit.

Bank Linkage :

For bank linkage Micro Enterprise Plan (MEP) may be prepared and endorsed to Bank for financial assistance. Kerala model of Micro-Enterprise may be studied by OLM and the best practices of the Kerala model can be suitably incorporated in the designing the “Micro-Enterprise-Joint Liability” Group component of the project.

Bank linkage to JLG may be at rate of 7% per annum. And on regular repayment of loan, a provision of additional 5% interest subvention may be applicable. Therefore, the effective rate of JLG credit linkage can be at rate of 2% per annum on regular repayment.

Handholding Support :

A technical support person/agency will provide continuous handholding support to the JLG-Micro-Enterprise for a minimum period of 2 years. Department of MSME would provide technical support in this context.

Exposure visit of Youth
PRI Members/Members
of CBO/JLG Members

Under NRLM, capacity building of social capital is crucial as the trained youth will help in the mobilization and smooth implementation of the project.

1. Exposure visits to best models in livelihoods intervention through an institutional fold will sensitize the youth PRI members and inculcate confidence among the members of the Community Institutions. These youth will become the social capital for various livelihoods programmes and can act as a catalyst during social inclusion, institution building and livelihoods.

2. As a part of the Capacity Building initiatives under NRLM, capacity of Youth representatives of Community Institutions, Panchayati Raj Institutions and members of livelihood collectives will be built.

3. The PRI members will play proactive role in implementing not only the livelihoods but also other developmental programmes of the Government.

4. JLG members interested in setting up micro-enterprise will learn from the best community based micro-enterprise models in the country. Thus members of GPLF, BLF, DLF and PRI members will be taken for exposure visits to see and replicate successful development projects within the State of Odisha and also in other States of the country as well.

Mobilization :

In total, 25 CBO representatives will be sent for the exposure visit from each Block. While deciding the SHG members at the Block level, priority shall be given to the following members :—

- a. SHG members who are also members of Producers' Groups
- b. Credit leveraged against Seed Capital/other grant received
- c. Regular repayment of credit availed from Bank should be ensured.
- d. Members of CBO (BLF, GPLF, DLF)

Maximum 7 PRI members from each Block between age group of 25 to 35 years, of which minimum 50% shall be women, will be sent for the exposure visit. Prioritization will be done in the following order of preference :—

- (a) PVTG HOUSEHOLDSs
- (b) EPVG (applicable in TRIPTI or NRLM Intensive)
- (c) STs
- (d) SCs
- (e) Others

Capacity Building :

The exposure visit will last for duration of three days excluding the time for travel. In total, approximately 5 days will be allocated for the field visit (including travel). In case of Kerala, it will be 7 days.

Exposure Visit Plan :

The exposure visit will be both outside and inside the State. The visit will be conducted in economical way following Government guidelines and observing financial norms of State Government. The mode of transport may be either Railways or Road depending upon the cost and convenience. Once these SHG members are given exposure visit, they would be self-sustainable to build a social capital base in Odisha.

10,048 participants shall be nominated from the women representatives of PRI and members of Women Self-Help Groups/ JLGs.

Model villages through
BNVs and Youth Clubs

A Bharat Nirman Volunteer is identified within the community for developing his/her village into a model village. A model village will be developed by making a micro level plan for the village on different development indicators like health, sanitation, education, employment, infrastructure, housing etc. These BNVs will facilitate in preparing micro plan for the village and help in bridging gaps to fulfil the vision of the village.

A model village can be built with the rendezvous efforts from both the youth clubs and BNVs.

Indicators for a model village :

1. 100% enrolment and retention of Children (all boys and girls alike) of 6-14 years in school should be an indicator for a model village.
2. Youth between the ages of 13-35 should have basic skill of reading and writing of at least one official language.
3. No child marriage (female more than 18 years and male more than 21 years to be married).
4. All households should have Individual House Hold Latrine (IHHL).

Mobilization :

Block shall decide the model village on the basis of percentage of population belonging to the following :-

1. % of PVTG
2. % of EPVG
3. % of STs
4. % of SCs

Two to three BNVs shall be identified for each potential model village depending on the population and geographical spread. Minimum one Youth Club Volunteer will be identified for one model village. Thus total 20 BNVs and Youth Club Volunteers shall be identified at the Block level for training (4 BNVs and Youth Club Volunteers per village). GPLF shall be given the responsibility of identifying BNVs in their GP.

Capacity Building :

BNVs and Youth Club Volunteers shall be given training for 7 days on the different schemes, indicators of model village and process of doing the same. The training shall be given at the district level.

Incentive to BNVs for creating Model Village :

A performance incentive will be given to BNVs based on fulfilling the indicators mentioned above. Data corresponding to the indicators mentioned above is to be used as a reference point for incentive disbursement. The amount will be given in four phases. The incentives will be given in a phasewise manner in the following format :—

Indicators	performance Incentive (in Rs.)	Installments (in Rs.)			
		1st quarter	2nd quarter	3rd quarter	4th quarter
Less than 50% of the 2 indicators	Nil
2 indicators	1000	250	250	250	250
3 indicators	1400	350	350	350	350
All 4 indicators	1800	450	450	450	450

The idea of rolling out the incentives in four phases is to encourage the BNVs and keep them motivated through the entire period of creation of the model village :-

Incentive to Youth Clubs for creating Model Village :

The Youth Clubs can also be given incentive in the following manner on successful creation of a model village.

Indicators	performance Incentive (in Rs.)	Installments (in Rs.)			
		1st quarter	2nd quarter	3rd quarter	4th quarter
Less than 50% of the 2 indicators	Nil
2 indicators	2000	500	500	500	500
3 indicators	3000	750	750	750	750
All 4 indicators	4000	1000	1000	1000	1000

IEC (Information, Education and Communication)-SHGs.

To generate awareness among rural masses on the entitlements and the various beneficial schemes implemented by the Government, Information, Education & Communication (IEC) groups will be identified and trained. These IEC groups or “*Samparka Dootas*” will consist of members from best practicing SHGs and Producer Groups and Clusters. They shall create

awareness amongst the people by using effective modes of communication like folk dance, songs, street play, pictures and other innovative strategies.

They will cover the following schemes or interventions by the government which is indicative in nature :-

1. Social security schemes, like Old Age Pension, Widow Pension, Odisha-Aam Admi Bima Yojana, PDS for BPL households etc.
2. Government is also implementing National Flagship Schemes like National Rural Health Mission (NRHM), Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), National Rural Livelihoods Mission (NRLM), Indira Awaas Yojana (IAY), Sarva Shiksha Abhiyaan (SSA), Rashtriya Krishi Vikas Yojana (RKVY), National Horticulture Mission (NHM), etc.
3. Several externally aided projects are also being implemented in various districts of the State like OTELP, IWMP, TRIPTI etc.
4. State funded projects like Mo Kudia, Cement Concrete Road, Madhu Babu Pension Yojana, Gopabandhu Grameen Yojana, Biju Gramya Jyoti Yojana, Biju KBK Yojana, Mamata and Mo Mosari, etc.

In the initial phase, two IEC groups will be formed in each Block of the 78 Intensive Blocks. Thus 156 IEC groups will be targeted under this project.

Mobilization :

Each IEC group should have 4 to 7 members. These groups can have male members but minimum 50% of the members shall be women. These members must be identified from the following :

- a. Members of best practicing SHG (following Panchasutras)
- b. Members of Producers' Groups
- c. Youth aged between 13 to 35 years

Capacity Building :

IEC groups will be trained in reputed institutes having expertise in communication. A standardized IEC material is to be developed and communicated to the districts by OLM. Each IEC group shall be given training for minimum 15 days.

Remuneration to IEC Groups :

These IEC groups shall be empaneled by the districts and will be utilized by different departments like Panchayati Raj Department, Culture Department, ST & SC development, Minorities & Backward Classes Welfare Department, Rural Development Department, Health & Family Welfare Department, etc. The IEC group will be remunerated by different departments for utilizing their services from time to time.

Financial Literacy Campaign through “Arthika Sakhyarata Shibira”.

The objective of financial literacy campaign is to facilitate financial inclusion through provision of two essentials i.e. literacy and easy access by :

- a. Imparting knowledge of financial products and financial services etc.
- b. Educating common people on financial planning, management of money, importance of savings, advantages of saving with bank and other benefits.
- c. Creating awareness of current financial scenario to avoid future risk of investment.

Block should identify about 150 youth members of age 13-35 years from each Block for financial literacy programme. Again the group would be divided into two segments :

- i. Junior Level : Youth in School or College between 13 to 20 years of age.
- ii. Senior Level : Youth Graduates above 20 years of age.

Batches can be formed by taking 30-40 numbers of youth and two trainers can be employed for each batch.

Mobilization :

The target group for financial literacy campaign should satisfy the following conditions :—

- i. Youth members should be aged between 13-35 years of age
- ii. They shall not be members of existing SHGs

Prioritization will be done in the following order of preference :—

- i. PVTG Households
- ii. STs Households
- iii. SCs Households
- iv. Others

Capacity Building :

For junior level segment, training can be done by incorporating financial literacy programme in the course curriculum of School and College.

Similarly for senior level segment, training can be imparted through residential mode for duration of 2 days.

District level FLCC (Financial Literacy Credit Counselling Centre) shall impart training on financial literacy to the targeted youth. These centers should also be responsible for preparing a structured training plan, calendar and training materials.

The Financial Literacy Programme will be implemented in convergence with Reserve Bank of India (RBI), Securities Exchange Board of India (SEBI) and Small Savings Wings of Finance Department.

7. Nodal Officer :

State Mission Director-*cum*-CEO, Odisha Livelihoods Mission will be the Nodal Officer to implement the Scheme. The existing human resources engaged under Odisha Livelihoods Mission shall be responsible to roll out this scheme in the State.

8. Funding :

The total cost of the scheme will be met out from the State Budget

9. Flow of funds :

Sl. No.	Project Components	Flow of funds
I	Micro-Enterprise-Joint Liability Group	SMMU ↓ DMMU ↓ JLG A/C
II	Exposure Visit for SHG members/JLG members and PRI representatives.	SMMU ↓ National Resource Organisations
III	Bharat Nirman Volunteer for developing model villages including incentives.	SMMU ↓ DMMU ↓ BLF
IV	IEC SHGs	SMMU ↓ DMMU ↓ BLF
V	Financial Literacy Programme	SMMU ↓ DMMU ↓ BLF

10. Monitoring :

Monitoring will be done through the review meeting of Monitoring Committees for Mission Yuva Shakti at Block level, District level and State level under NRLM. The progress of the scheme will also be reviewed through regular monthly review meetings of OLM at each implementing level. A Monitoring Cell comprising of 5-6 members will be created under the Chairmanship of Commissioner-*cum*-Secretary, Panchayati Raj Department for monitoring of the scheme.

11. Audit :

Internal and External Audit in this scheme will be taken up by OLM

12. Project Period :

Financial Year 2013-2014 and 2014-2015

ORDER—It is ordered that this Resolution be published in the Extraordinary issue of the *Odisha Gazette* for the general information and copy be communicated to all the Departments of Government/Heads of Department and other concerned.

By order of the Governor
DEORANJAN KUMAR SINGH
Commissioner-*cum*-Secretary to Government