



RESEARCH ARTICLE

**IMPACT OF SKILL DEVELOPMENT TRAININGS IN BHAGAVATULA CHARITABLE TRUST (BCT),  
VISA KHAPATNAM IN COLLABORATION WITH NI-MSME, YOUSUFGUDA, HYDERABAD**

**\*Sri Ram Murty B., Sridhar G., Srihari Rao B. and Somayajulu N.**

BCT, Visakhapatnam (India)

**ARTICLE INFO**

**Article History:**

Received 20th, June, 2015

Received in revised form 30th, June, 2015

Accepted 15th, July, 2015

Published online 28th, July, 2015

**Key words:**

Skill Development, Training, Women, Income, BCT, ni-msme.

**ABSTRACT**

BCT had conducted 59 Skill Development programmes covering 1802 number of participants since 5 years for getting knowledge to get Livelihood in collaboration with ni-msme, Yousufguda, Hyderabad. This is one of the major achievement of this NGO (BCT) rather a greater milestone in BCT life. The participants got hands on experience during the programmes and started individual units in their respective villages and also got employment in the nearby apparel companies. BCT is offering necessary technical support during the follow up visits. There is good demand for all the Modules designed by BCT & ni-msme. These trainings have given a boost to Rural and Tribal participants and women, giving supplementary income and additional employment especially to house wives. It is evident that participants are more interested in Learning Fashion Designing, MS Office & Internet, Mobile Repairing, Food Processing and Desktop Publishing.

© Copy Right, Research Alert, 2015, Academic Journals. All rights reserved.

**INTRODUCTION**

**Non-governmental organizations (NGOs)**

An organization that is not part of the local or state or federal government<sup>[1]</sup>. 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<sup>[2]</sup> Russia has 2, 77,000 NGOs<sup>[3]</sup> 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<sup>[4][5]</sup> 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<sup>[6]</sup>.

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.<sup>[7]</sup>

#### **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.<sup>[7]</sup>

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)<sup>8</sup>.

BCT is a nationally and internationally known voluntary organization working from the last 35 years (Started in 1976)<sup>3</sup> 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 facilitating 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)<sup>9</sup>.

#### **National Institute for Micro, Small and Medium Enterprises (ni-msme)**

##### *Origin*

On the recommendations of the Working Group on the Third Five-Year Plan for Small Scale Industries, the Government of India decided to set up an institution. Accordingly, "Central Industrial Extension Training Institute" was created at Delhi in October 1960 as a Department of Central Government under the Ministry of Commerce and Industry. The main objective was to provide training to the personnel of the Central Small Industries Organisation as well as of the Department of Industries of the State Government.

##### **Conversion into a society**

In the year 1962, in pursuance of Resolution No.27-SSI(C)(6)/62 dated 30th July 1962 of Ministry of Commerce and Industry, of the Government of India, the CIETI was shifted to Hyderabad and converted into an autonomous Society registered under the Hyderabad Societies Registration Act No. I of 1350 Fasli under the name and style of "Small Industry Extension Training Institute", Hyderabad.

All the functions of the Central Industrial Extension Training Institute were, with effect from the forenoon of 1st July 1962, taken over by the "Small Industry Extension Training Institute" and the Central Industrial Extension Training Institute ceased to function as a Government Department from the afternoon of the 30th June 1962.

The name of the institute has been changed as National Institute for Micro, Small and Medium Enterprises (ni-msme) from 11-04.2007.

## Objectives of the society

The objectives for which the Society are:

1. To provide, supervise and plan training for persons engaged in small industry development and management activities.
2. To undertake, sponsor or plan research programmes related to the development of small industry.
3. To enter into and executive technical assistance / agreements with international or other organisations for the provision of services for the development of small industry.

## Vision

To emerge as a global centre of excellence for creation, sustenance and growth of SMEs.

The vision statement of the Institute is subsumed under two heads:

**ni-msme** as a forum for promoting and supporting industrial development in SME sector.

- Promoting, developing and modernizing MSMEs in industrial and service sectors.
- Spreading knowledge about technologies and approaches to the development of SMEs
- Development of human resources and organisation development;
  - i. Development of Entrepreneurship
  - ii. Development of Managerial Skills
  - iii. Development of Technical Skills
  - iv. Development of Marketing Skills
  - v. Planned Change Interventions
  - vi. Organisational Development, etc.,
- Formulation of policies of industrial development as well as spreading, implementation and review of policies
- To establish interface with industry associations and to develop new linkages with chambers of commerce, development organisations and the Government departments in order to promote industrial partnerships.
- To function as a Center of Excellence to cater to the needs of SMEs in India and in other developing countries, and to take up research projects in industrial development
- To continue to offer training programmes for the personnel of SME sector. Expand the activities to offer certificate and Degree courses relating to Small Business Management.
- To enter into strategic alliance with MSMEs and offer training programmes to their officials as a trainer of trainers.
- To establish liaison with various organisations in the state co-ordination cells by deputing **ni-msme** faculty to various states.
- National conventions and conferences relating to industry.

- Co-ordinating with international bodies for taking up International Research Projects and to conduct international training programmes.
- Collection and sharing of industrial information through publications, and by establishment of industrial network.

ni-msme as a provider of integrated services to SMEs

Industrial information services to SMEs relating to

- New Opportunities
- New products and services
- Investment opportunities
- New technologies
- Skill upgradation
- Marketing of products and services
- Partnerships, collaborations, acquisitions and mergers, etc.
- Creative and innovative ideas, etc.

To conduct training programmes in general and to cater to the needs of SMEs in particular

- Industry specific programmes
- Company specific programmes
- Product specific programmes
- In company programmes / off campus programmes
- Residential programmes at ni-msme, etc.

To offer consultancy services to MSMEs

- Preparation of project / product profiles
- Preparation of feasibility reports
- Turnkey projects
- Transfer assistance and upgradation of technology
- Product diversification
- Accessing of local and global markets
- Provision of capital for new ventures
- Help MSMEs to mobilise working capital and term loans for on going projects, etc.
- To help MSMEs in collaboration with State Government in the development of infrastructure - Development of Industrial Estates and technology parks, skill development centres, Marketing development centres, etc.
- To help MSMEs in pollution control and protection of environment in collaboration with State Governments.

To offer **ni-msme's** research facilities and to offer to undertake fund based Research Projects.

## Mission

To impact the growth and development of MSMEs through services in the areas of policy, entrepreneurship, technology, information, education, management and extension.

## Forging ahead

Over the years the institute has gained immense experience and expertise in the areas of entrepreneurship development, technology, management, extension and information services.

ni-msme's inherent capacity to innovate together with its top class infrastructure have enabled the institute to excel in its endeavours towards small enterprise promotion. From the time of inception, ni-msme has been continuously providing unstinting support to small and medium industries and has evolved to be the best institution offering services like research, consultancy, information, training and extension to enterprises as also to several aspiring and expanding entrepreneurs.

The knowledge driven and volatile economy of the present days has brought in greater challenges to SMEs. Further globalisation has unveiled the limitations to the survival of SMEs in the face of tough competition. ni-msme has always been conceiving specialised need-based programmes, workshops and seminars in tune with the changing policy and economic situation. These activities have been primarily aimed at the industry and supporting systems so as to enable them to deal with aspects that directly or indirectly affect enterprise success. In the present era of globalisation, ni-msme's programmes are designed to have universal relevance. These specialised programmes have been successfully training entrepreneurs to face challenges; help small enterprises cope with competition; and gain the much-needed competitive edge in the global scenario. ni-msme has broken geographical barriers by extending its expertise and services to several other developing and developed nations. ni-msme has had profitable interface with several international agencies like CFTC (Common wealth Fund for Technical Co-operation), UNIDO (United Nations Industrial Development Organisation), UNESCO (United Nations Educational, Scientific and Cultural Organisation), UNDP (United Nations Development Programme), The Ford Foundations-USA, GTZ of Germany, USAID (United States Agency for International Development), ILO (International Labour Organisation), to name a few. ( Source : ni-msme Manual)

The World Bank has suggested that empowerment of women should be a key aspect of all social development programs (World Bank, 2001)<sup>10</sup>. 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)<sup>11</sup>.

**Need of the study**

The present study focused on how BCT got success in Skill Development Training Programmes leading to Human Resource Development for rural community of Visakhapatnam District in collaboration with ni-msme, Hyderabad.

**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.

**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:

$$\text{Training and development need} = \text{Standard performance} - \text{Actual performance}$$

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

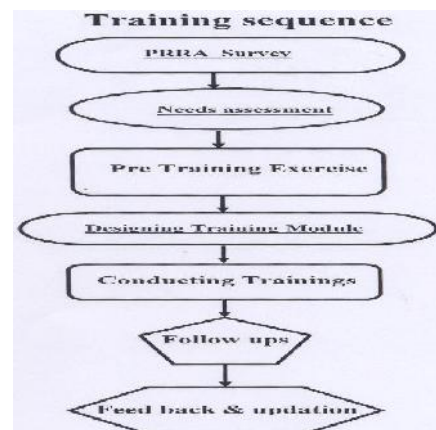
**Importance of Training and Development**

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.



**Figure 1** BCT Training Process

**Empowerment aspects from various studies**

(Lennie, 2002)<sup>13</sup> 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)<sup>13</sup>. **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.

**Major Skill Development Programmes conducted by BCT in Collaboration with ni-msme since 2010**

**Table 1 Skill Development Programmes in 2010-11**

Year 2010-11						
S.No	Module Name	Women	Male	SC/ST	Others	Total
1	Embroidery	25	0	19	6	25
2	Fashion Designing	25	0	14	11	25
3	MS Office	5	20	10	15	25
4	Fitter	0	25	7	18	25
5	Electrical House Wiring	0	25	7	18	25
6	Gardening	14	11	15	10	25
7	Masonry	0	25	17	8	25
Total		69	106	89	86	175

From Table 1 BCT has conducted 7 nos of Skill development Programmes in 2010-11 for 175 Participants out of them 69 participants were women, 89 participants were SC/ST.

**Table 2 Skill Development Programmes in 2011-12**

Year 2011-12						
S.No	Module Name	Women	Male	SC/ST	Others	Total
1	Fashion Designing	25	0	0	25	25
2	MS Office & Internet	10	15	1	24	25
3	Desktop Publishing	16	9	2	23	25
4	Food Processing – I	25	0	4	21	25
5	Food Processing – II	25	0	1	24	25
6	Mobile Repairing	0	25	0	25	25
7	Food Processing – III	25	0	0	25	25
Total		126	49	8	167	175

From Table 2 BCT has conducted 7 nos of Skill development Programmes in 2011-12 for 175 Participants out of them 126 participants were women, 8 participants were SC/ST.

From Table 3 BCT has conducted 13 nos of Skill development Programmes in 2012-13 for 460 Participants out of them 207 participants were women, 152 participants were SC/ST.

**Table 3 Skill Development Programmes in 2012-13**

Year 2012-13						
S.No	Module Name	Women	Male	SC/ST	Others	Total
1	Food Processing	28	0	25	3	28
2	Mobile Repairing	1	24	25	0	25
3	MS Office and Internet	16	14	30	0	30
4	Fashion Designing	30	0	29	1	30
5	Desktop Publishing	10	20	30	0	30
6	Fashion Designing	25	0	1	24	25
7	Mobile Repairing	0	50	4	46	50
8	Food Processing	75	0	1	74	75
9	Bio Technology (Organic Farming)	0	29	0	29	29
10	Desktop Publishing	11	43	1	53	54
11	MS Office and Internet	11	18	4	25	29
12	Fitter Maintenance General	0	25	1	24	25
13	Electric Gadget Repair	0	30	1	29	30
Total		207	253	152	308	460

**Table 4 Skill Development Programmes in 2013-14**

Year 2013-14						
S.No	Module Name	Women	Male	SC/ST	OC	Total
1	Mobile Repairing	0	27	27	0	27
2	Food Processing	32	0	32	0	32
3	M.S.Office & Internet	6	25	31	0	31
4	Electrical Gadget Repair	0	25	25	0	25
5	Fashion Designing	35	0	35	0	35
6	Entrepreneur Development for Women	32	0	32	0	32
7	Bio Technology (Organic Farming)	2	29	1	30	31
8	Electric Gadget Repair	0	31	1	30	31
9	Mobile Repairing	0	26	3	23	26
Total		107	163	187	83	270

From Table 4 BCT has conducted 9 nos of Skill development Programmes in 2013-14 for 270 Participants out of them 107 participants were women, 187 participants were SC/ST.

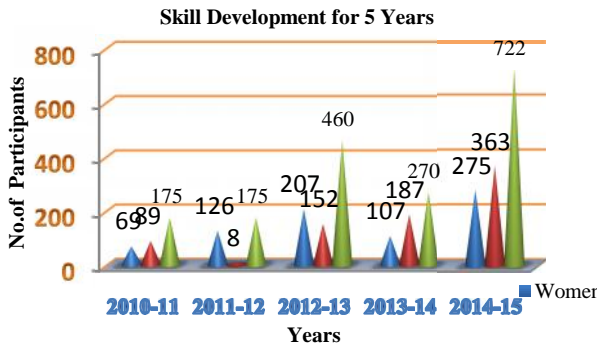
**Table 5 Skill Development Programmes in 2014-15**

Year 2014-15						
S.No	Module Name	Women	Male	SC/ST	Others	Total
1	Biotechnology	0	35	35	0	35
2	Biotechnology	6	24	30	0	30
3	Desktop Publishing	9	21	30	0	30
4	Desktop Publishing	7	28	35	0	35
5	Fashion Designing	30	0	30	0	30
6	Fashion Designing	35	0	35	0	35
7	Mobile Repairing	0	30	30	0	30
8	Mobile Repairing	0	32	32	0	32
9	Women EDP	30	0	30	0	30
10	MS Office and Internet	7	28	35	0	35
11	MS Office and Internet	12	18	30	0	30
12	Biotechnology	2	28	2	28	30
13	Dairy based ESDP	0	30	0	30	30
14	Dairy based ESDP	26	4	0	30	30
15	Fitter Maintenance General	0	33	2	31	33
16	Fashion Designing	30	0	0	30	30
17	Fashion Designing	35	0	1	34	35
18	Mobile Repairing	0	30	1	29	30
19	Mobile Repairing	0	30	2	28	30
20	Desktop Publishing	2	28	0	30	30
21	Biotechnology	6	24	0	30	30
22	MS Office and Internet	6	24	2	28	30
23	Women EDP	32	0	1	31	32
Total		275	447	363	359	722

From Table 5 BCT has conducted 23 nos of Skill development Programmes in 2014-15 for 722 Participants out of them 275 participants were women, 363 participants were SC/ST.

**Table 6** Skill Development Programmes from 2010-15

Year	No.of Courses conducted	Women	SC/ST	Total Trainees
2010-11	7	69	89	175
2011-12	7	126	8	175
2012-13	13	207	152	460
2013-14	9	107	187	270
2014-15	23	275	363	722
Total	59	784	799	1802

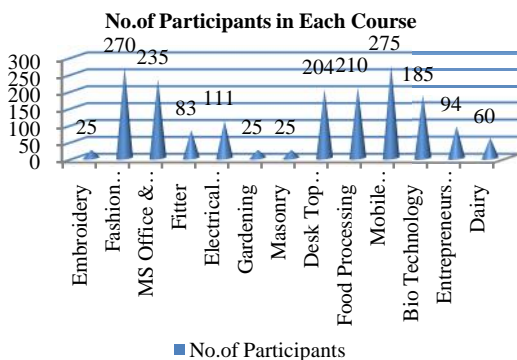


**Figure 1** Statistics showing Year wise no. of Trainees trained

From Table 6 BCT has conducted 59 nos of Skill development Programmes in five years 2010-14 for 1802 Participants out of them 784 participants were women, 799 participants were SC/ST.

**Table 7** Course wise no. of courses conducted and no. of Participants

S.No	Module	No. of Courses	No. of Participants
1	Embroidery	1	25
2	Fashion Designing	9	270
3	MS Office & Internet	8	235
4	Fitter	3	83
5	Electrical Gadget Repairing	4	111
6	Gardening	1	25
7	Masonry	1	25
8	Desk Top Publishing	6	204
9	Food Processing	6	210
10	Mobile Repairing	9	275
11	Bio Technology	6	185
12	Entrepreneurship Development for Women	3	94
13	Dairy	2	60
	Total	59	1802



**Figure 2** Module wise no. of Participants

From Table 7 It is evident that participants are more interested in Learning Fashion Designing, MS Office & Internet, Mobile Repairing, Food Processing and Desktop Publishing.



Dr. C. Rangarajan inaugurating book on MS Office being prepared for bringing ease to trainees



Sri Dharmarao, Chief Manager, SBH, Hyderabad giving inputs on bankable project and on business plan



Sri Raghu Ram, Assistant Director, MSME, VSKP explaining various services of MSME at Paderu Meet



BCT Secretary Sri B. Sri Ram Murty explaining about Ni-msme trainings to the Visakhapatnam District Collector Sri Seshadri, BCT vice President Sri BV. Sreenivasa Rao is also present

**Some case Studies**

1. Ravi Jyothi Babu from Pedakalavalapalle in Rambilli Mandal on successful completion of mobile repairing training has established mobile repairing shop in the village executing repairs as

well keeping the spare parts. Besides this he also kept fancy items in the shop. He is earning an amount of Rs.12, 000/- per month and the net income after expenses is Rs.10, 000/- a month. He is very happy and showing gratitude to NI-MSME and



Sri NarasingaRao, Biotechnology trainee sharing his learning's, Senior Management of BCT Sri PVRK Prasad, BCT President, IAS (retd.), Sri R. Adinarayanarao, Vice President, Sri GV Subrahmanyam, Treasurer, IRS (retd.), Sri IS. Rao, IAS (retd.), Advisory member, Sri D.Umamaheswara Rao, Programme Coordinator, BCT-KVK, Visakhapatnam, Sri TVS. Raghava Rao, Joint Secretary are present. (from left to right)



Azolla Tanks preparation training by Sri. B. Srihari Rao, Programme Coordinator ( I/c), BCT-KVK and Preparation of Botanical pesticides by Sri. B. Nagendra Prasad, SMS(Plant Protection), BCT-KVK.



One of the trainees from G. Madugula exhibiting the garment stitched by her



Preparation of Compost with Banana plants waste



Electric Gadget Trainees of Paderu trouble shooting of Electric Motor



BCT for giving training in this skill.

2. P.Prakasa Rao from Gokiwada village in Rambilli mandal on completion of Electric gadget repairing training got temporary job in Government Electrical substation as helper and is earning Rs. 7,500/- per month besides attending agriculture wage works during holidays. In due course of time he established his own mike & lighting system by investing Rs.1, 50,000/- (obtaining a loan amount of Rs. 1, 00,000/-) and is arranging these systems in marriages and other functions and **employed a person**. He is **earning an amount of Rs.12, 500/- per month**. He expressed his happiness to BCT- NI-MSME for giving opportunity to upgrade his skills and started earnings to uplift the family.
3. Gunda Venkatesh from Murakada village in Rambilli Mandal On successful completion of Desk Top Publishing training he got opportunity in WS Company as computer operator. He is getting a salary amount of Rs. 8,000/- per month. He is using the income to expand his fathers business and supporting the family. He expressed his gratitude to NI-MSME and BCT for giving opportunity to learn the locally employable skill. From his view point, training program was really motivating and valuable for his empowered life.
4. Karri Suri Appa Rao from Somalingapalem village in Yellamanchili Mandal on successful completion of Bio-Technology training started using more organic manures including vermi culture and reduced usage of chemical pesticides. Earlier they used to sell part of the compost manure and now stopped the practice. He started implementing crop rotation practices. He is able to generate extra Rs.10, 000/- from yields and reduced in put expenses by Rs. 5,000/- thereby annual

income was raised to Rs.15, 000/-. Further he would like to undergo training in bud chipper method in sugarcane. He appreciated the efforts of BCT & NI-MSME and popularize these trainings to more no.of small farmers.

5. Syamala from Gondupalle Village in Gudem Kottaveedhi Mandal on successful completion of Fashion Technology training went back to her village with the sewing machine that BCT facilitated in getting it through the police department and started working. After a year along with 2 other batch mates namely K.Dywakala & Santha Kumari decided to start a Tailoring shop at Mandal headquarters, GK Veedhi.
6. GK Veedhi Mandal is a naxalite effected area & also the villages are dispersed. Many villagers come down to GK Veedhi for shopping in weekly Sandy. These 3 young women decided to cater to larger number of tribals through a shop at centralized place. They were able to procure a loan of Rs.10, 000/- from a benevolent individual for starting the shop. Last month they started the shop and popularised and increased the sales.
7. We were able to see the increase in confidence levels among these 3 trainees for supporting their families with reasonable incomes. Even their family members are also feeling happy and showing much regards to Ministry of MSME, NI-MSME and BCT for giving such opportunity to learn the Embroidery skill which has turned her entire life.
8. P. Arudranaidu from Kattupalem Village in Yellamanchili Mandal on successful completion of Fitter training he joined in Brandix Company at, Atchutapuram and working as a machine operator. He is getting monthly salary of Rs.5, 000/-. Simultaneously he is undergoing welding training. He has ambition to go abroad in near future. He expressed his gratitude to BCt & ni-msme for learning the practical aspects which supported in getting job. (Source Published book titled “ Case studies of Successful Entrepreneurs Trained under scheme for assistance to training institutions (ATI) by Bhagavatula Charitable Trust ( BCT) sponsored by MSME, GOI, New Delhi, 2014.)

## CONCLUSION

It is evident that through ni-msme, BCT had conducted 59 Skill Development programmes covering 1802 number of participants since 5 years for getting knowledge to get Livelihood. This is a major achievement of this NGO (BCT) rather a greater milestone in BCT life. The participants got hands on experience during the programmes and started Individual units in their respective villages and also got

employment in the nearby apparel companies. BCT is offering necessary technical support during the follow up visits. There is good demand for all the Modules designed by BCT & ni-msme. These trainings has given a boost to rural SC/ST participants and women, giving supplementary income and additional employment especially to house wives. It is evident that participants are more interested in Learning Fashion Designing, MS Office & Internet, Mobile Repairing, Food Processing and Desktop Publishing.

## References

1. "First official estimate: An NGO for every 400 people in India". The Indian Express. July 7, 2010.
2. "India: More NGOs, than schools and health centres". One World.net. July 7, 2010.
3. Handy, F., & Kassam, M. (2004). Women's empowerment in rural India. Paper presented at the ISTR conference, Toronto Canada.
4. Hobbled NGOs wary of Medvedev". Chicago Tribune. May 7, 2008.
5. Hon'ble Governor Dr. C. Rangarajan Appraisal letter.
6. <http://www.humanrights.gov/2012/01/12/fact-sheet-non-governmental-organizations-ngos-in-the-united-states/>
7. Lawry, Lynn (2009). Guide to Nongovernmental Organizations for the Military. pp. 29–30.
8. Lennie, J. (2002). Rural women's empowerment in a communication technology project: some contradictory effects. *Rural Society*, 12(3), 224-245.
9. ni-msme manual
10. Published book titled “ Case studies of Successful Entrepreneurs Trained under scheme for assistance to training institutions (ATI) by Bhagavatula Charitable Trust ( BCT) sponsored by MSME, GOI, New Delhi, 2014.
11. Randall S. Schuler, *et al.* (1989), *Effective Personnel Management*, Third Edition, West Publishing, New York, p. 385.
12. Satyamurthy, S. Alternative, Innovative end Experimental Program of Non Formal Education for Achieving UEE. A Review of Work Done During 9<sup>th</sup> Plan. BCT. Available from [www.bctindia.net](http://www.bctindia.net)
13. Vakil, Anna (December 1997). "Confronting the classification problem: Toward a taxonomy of NGOs". *World Development* 25 (12): 2057–2070.
14. [wordnetweb.princeton.edu/perl/webwn](http://wordnetweb.princeton.edu/perl/webwn)
15. World Bank. 2001. *World Development Report 2001: Attacking Poverty*. New York: Oxford University Press.

\*\*\*\*\*