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.
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.
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:

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

For further information, contact: Manager Training

TARA Livelihood Academy
(A unit of Technology and Action for Rural Advancement)
Tel: +91-11-26134103 / +91-11-26890380 / +91-7680-292077 / +91-510-6537477
Email: tla@devalt.org Website: www.taralivelihoodacademy.in
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 Pahuji. 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.
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 vajah 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.).”


Training Programmes Offered under Entrepreneurship Development:

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

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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 TARAgam 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:**

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

**Other Training Programmes Offered:**

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

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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

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