

**Report of state level workshop**

# “Generating Employment Opportunities in Communities: a perspective from the Hyderabad YES Regional Forum 2003”

Held at the Dr. Marri Channa Reddy Human Resource Development (MCRHRD) Institute of Andhra Pradesh on 21<sup>st</sup> February 2004

## Introduction

A state level workshop on generating employment opportunities in communities was organised at the Dr. Marri Channa Reddy Human Resource Development (MCRHRD) Institute of Andhra Pradesh, Hyderabad on 21<sup>st</sup> February 2004 to share the outcome of the recent Hyderabad YES Regional Forum 2003 held from December 14- 18.

The workshop was jointly organised by the Youth Employment Summit (YES) Campaign and Directorate of Youth Services, Government of Andhra Pradesh.

Presentations by leading professionals, consultants and experts from the sectors, identified by the YES Campaign, viz. Water and Sanitation, renewable energy, ICT and HIV/AIDS were given to the participants comprising of Project Directors, District youth welfare officers, members of the civil society, NGO workers, media etc

The aim of organising this workshop was to take the gist of the Forum to the local and mandal level. This workshop was a prelude to the various local level workshops that are being planned in all the districts of the state.

The Hon'ble B. Gopala Krishna Reddy, Minister for Employment Generation, Andhra Pradesh released a specially commissioned publication, written the global team members of the YES Campaign- Mr. P K Joseph and Bremley Lyngdoh. The publication titled, "Generating employment in communities – a perspective from the Hyderabad YES Regional Forum 2003" specifies the innumerable employment opportunities for youth in the emerging sectors. This publication will aim to work as a guidebook for trainers for conducting similar workshops and sensitizing about the employment opportunities.





## Agenda of the Workshop

### Session 1: Inaugural Session

Time	Topic	Speaker\Presenter
10:30am to 10:40 am	Welcome address and Introductory Remarks	Mr. Kamal Vardhan Rao, IAS Government of AP
10:40 am to 11 am	Address by the Guest of Honour  Address by Guest of Honour	Ms Chandana Khan, Principal Secy , YAT & C Govt of AP  Mr P Chengappa, Addl Dir Gen, MCRHRD, AP
11am to 11:20am  11.20am to 11.30am	Address by the Chief Guest  Release of the Book On Indian perspectives of the Employment Opportunities in the five sectors.	B. Gopala Krishna Reddy , Minister for Employment Generation, AP
11.30 to 11.40	A report on Hyd YES Regional Forum, 2003  Concluding Remarks	Mr P K Joseph  Mr. Kamal Vardhan Rao

### Session 2: Employment generation in emerging sectors – A report from the Hyderabad YES Regional Forum, 2003

Time	Topic	Speaker/Presenter
11:50 am to 4.00pm	The five sectors for Employment generation  - Water and Sanitation Interaction  - Renewable Energy Interaction  - ICT Interaction  - HIV/AIDS Interaction	Mr Kareem, Executive Director, Panchayat Raj Department  Mr P. Sriram Raju , DGM NEDCAP  Mr P Raghuvver IFS Additional Secy IT&C  Mr Kallol Muk herjee, APSACS



Session 3: Workshop on YES Networks – A means for reaching the unreached Rural Youth

Time	Topic	Speaker/Presenter
4pm to 4.10 pm	Opening remarks , By Session Chair	Dr ED Setty , Consultant Dr MCRHRD Institute of AP
4.10pm to 4.30pm	Orientation on setting up YES Networks in districts	Mr Bremley Lyngdoh Programme Manager YES Campaign
4.30pm to 4.40pm	YES Academy	Rajendra Prasad Godi

Session 4: District Action Plans – Framing an outline

Time	Topic	Speaker/Presenter
4.40pm to 5.30pm	Group discussions – District plans	Felicitated by Session Chair: Dr ED Setty
	Presentations of the outcomes of the District Plans	District Youth Welfare Officers, Addl Project directors, NGO's and Youth.
5:30pm	Vote of Thanks	Arshia Akheel



**Kamal Vardhan Rao, IAS, Director Youth Services, Government of AP**

Mr. Kamal Vardhan Rao welcomed the participants and gave background information about the Hyderabad YES Regional Forum 2003.

Throughout moderation of the inaugural session, Mr Rao highlighted the importance of incorporating more and more people in various sectors [of employment generation] and developing their entrepreneurship skills. He noted that there were enough of “businessmen in businesses” and it was important to make more people a part of this work culture to help employment and income generation.

**Smt. Chandana Khan, IAS, Principal Secretary, YAT & C Dept, GOAP**

Smt. Chandana Khan, IAS, in her keynote address, highlighted the importance of women empowerment and opportunities available in the agricultural sector.

Referring to the youth empowerment she said, “We see that the youths are taking jobs in other sectors even though they belong to the agricultural sector, horticultural sector- sectors which are the backbone of the rural economy. We feel there is need of training our youth either in the childhood or the college level in the agricultural sector and related sectors. The youth can take up jobs in provision of facilities like food processing and cold storage. We have to concentrate on the skill development of the rural youth”

She added, “A lot many of you [referring to the audience] are coming from the rural sector and are aware of their [rural youth’s] need and aspirations. We feel that there is need to put them on the right track by knowledge [and] information. It is not true that they will not like to work in the services sector only, they will also like to work in the traditional sector if they know that there are opportunities [ and income opportunities] in that sector.

Highlighting the importance of constant interaction with youth, Smt Chandana Khan said, “There are lot of research institutes, training centres in the country and there is need to collage all this information- there is need of continuous brainstorming. Dialogue with all is essential. And you [referring to the participants] are essential in bridging this gap and taking our message to them.”

Assuring the delegates of all assistance from the government she noted,” Most of you are young people here and [I hope] will take the issue close to your heart and seriously and will go and come back to us with sustainable action plans. We will be here to help you with the model or your plan. “

She also briefly mentioned the new upcoming ten “models” to be initiated under the YES Academy.



**Hon'ble B. Gopal Krishna Reddy, Minister for Employment Generation, SSI and KVIB, Government of Andhra Pradesh**

Hon'ble Minister noted that the problem of youth unemployment was a global problem with serious implications. He referred to the Vision 2020 document of the government of Andhra Pradesh that aimed for a society which would be a knowledge based society free from poverty. He reminded the participants that it there was not point "re-inventing the wheel". He said, "The wheel is already there and we just have to make the best of it."

He wanted the audience to learn from the "best practices", used in the [anywhere] world. He reminded that the successful stories should be "captured" and should be incubated into the local practices.

"It was unfortunate that the different departments [of the government] were not working in harmony. There was a need for coverage of these entire departments keeping in mind the primary aim of the government- poverty alleviation."

He cited an example and told the audience that the guidelines set by the government and other institutions like banks were mandatory, but should not at the same time be restrictive. Oftentimes the guidelines became so tough to comply with that the project actualisation became impossible.

He noted that it was imperative to stress upon the role of women empowerment and projects and schemes should have at least 33% women beneficiaries, if not more. One of the biggest challenges is the girl child labour rehabilitation which needs immediate attention.

**PK Joseph, Regional Coordinator YES Campaign, South Asia**

Mr. PK Joseph, Regional Coordinator of the YES Campaign briefly explained the delegates about the Hyderabad YES Regional Forum 2003, the mission of the YES Campaign and the issues concerning the youth unemployment.

He also conveyed a message from the Ms. Poonam Ahluwalia, Executive Director of the YES Campaign, "Solutions to problems of unemployment must be home-grown and responsive to the particular socio-cultural and economic context. But we can all learn from the experience of other and derive strength."

Elaborating about the Forum, Mr Joseph said, "Over 1200 delegates from 48 countries met together in this city of Hyderabad last year to participate at the first ever Hyderabad YES Regional Forum 2003".



“The objective was to address one of the most important challenges, that our young people are faced with today-how to find economically rewarding, and sustainable employment and livelihoods opportunities.”

Throwing more light on the discussions, deliberations and consultations at the Forum he said several very important ideas came up. Some of these are, as detailed by Mr. Joseph are:

- How to promote job-led economic growth
- Methods to create sustainable livelihoods
- Innovative approaches to creating youth led employment and enterprise opportunities
- The need for training our young people to be the leaders and community service providers in an innovative manner
- Fostering a multi-stakeholder approach to finding lasting solutions
- Ways and methods of promoting public-private partnership
- Imparting vocational training that leads ultimately to either employment or entrepreneurship

He claimed “All these may appear rather ambitious, difficult, but are definitely doable.”

Explaining his point further, he said, “We all work with young people. Targeting young people is a generous idea and to promote them as leaders and entrepreneurs a vision, which should be put into practice conscientiously. But the main question is -how to do that. We are all trying to solve the issue in our own way. We know we have succeeded. We also have failed. There are several issues for which we have no answers. We still need to learn new approaches, and to ponder over the sustainability of that promoted activity.”

Mr Joseph continued and remarked “There are a lot of open questions in front of us-entrepreneurship - how to select youth, at which level of knowledge, what about gender issues, what about marginalized youth in this world of new technologies?; What kind of skills to be provided, in which sectors, how long, where (industry, schools, vocational centre, business or chambers), and by whom? What type of innovative are needed to help the young entrepreneurs that we have under various schemes, jobs and achieve growth and scaling produce wealth in the local communities? ; What about the participation of the private sector, the finance institutions, in a sustainable, youth friendly manner? ; What best practices exist, where are they, how to get them?

In his concluding remarks, Mr. Joseph said that, “The International YES Academy that was launched at the Forum should be able to help us find some answers to some of these questions. We need to think together. [And] act together. Pool our strengths and resources together. We need to make the best practices of the few, the standard practices of many. The cost of inaction on the issues of youth unemployment is too dreadful to contemplate.



At the Hyderabad YES Regional Forum 2003, we have moved from vision to actions and to give youth unemployment the high priority that it delivers

**Mr Kareem, Executive Director, Panchayati Raj Department: Water and Sanitation**

Mr. Kareem, Executive Director of Panchayati Raj Department of the government of Andhra Pradesh mentioned the employment opportunities for youth in the field of water and sanitation. He said that his department was the nodal agency [of the government] for implementation of many of such [water and sanitation] projects.

Mentioning the specific employment avenues for youth in this sector he said, “All sanitary mots can be equipped by the youth - 1100 sanitary mots can be given to youth and through loan or through revolving fund. And this way 1100 mandals can have 1100 sanitary mots selling various items for water and sanitation and water supply.

“We [Panchayati Raj department] also supply the moulds to make the rings **which can be sold from the mandal level. This is another employment opportunity** for the youth.”

“This mandal level production centre – [will] create a lot **of opportunities in construction** as well as help curb the open air defecation.”

“We would like to ban the open air defecation which could be very damaging to the health. As it gets dissolved in water and one research in Bangladesh had given that [so] many tonnes are being consumed and [by provision of the mots] we will be in a position to improve the quality of life [of all].”

Regarding the water supply also we can select [youth as] **care takers of each village** to provide **them training**. We [department of Panchayati Raj] are also conducting some training programmes.

The youth can also be involved **in maintenance of rural water supply schemes** along with the NGOs.

Mentioning the importance of another big employment opportunity for youth i.e. **rain water harvesting** he said that there was law that is making rain water harvesting mandatory. “Water is going to be a major problem as there is not enough water for everybody. So, what I suggest is that we should focus on rain water harvesting“, said Mr. Kareem



**Mr P. Sriram Raju, DGM, Non conventional Energy Development Corporation of Andhra Pradesh (NEDCAP)**

Mr. Raju introduced the NEDCAP and said that it was responsible for implementing all renewable and non conventional energy programmes in the state of Andhra Pradesh

“Very briefly I would like to explain the various employment opportunities in the field of renewable energy. The renewable energy is basically meant for sustainability, development and employment which are broadly classified in decentralised and centralised systems.” He said

Mr. Raju noted that “**Manufacturing is the biggest employment opportunity for youth**. Examples of manufacturing are [manufacturing of] solar cookers, solar lanterns and other solar gadgetry”

“Opportunities also exist in construction of smokeless stoves, **maintenance of these stoves and training of manpower for such activities of renewable energy**”.

There are innumerable opportunities in the **construction and maintenance** of solar photo voltaic cells, village electrification, which is of immense importance to developing countries like India. Likewise, employment opportunities also exist in construction and maintenance of centralised charging stations of solar lanterns, solar water pumping systems, solar water heating systems etc.

Another major employment opportunity for the youth is the **consultancy services** for establishing such renewable energy based equipment and plants

While highlighting the importance of the smokeless stoves as eco-friendly and less hazardous he noted that these were mostly **constructed by the rural women**.

Another area is the **R & D activity and designing of the new systems** which is concentrated in institutions equipped with R & D facilities.

He noted the fact that even though youth are being trained [in several of the activities], he mentioned but they're **turnover rate was high** as this was not a **fulltime activity**. The solution to this was to club all the activities like the renewable energy programmes and other rural development programmes to make them occupied for a longer period time and more productively.

Mr. Raju briefly explained all the applications of the solar energy in the form of various products, their applications and highlighted the employment avenues.

### **Solar Lanterns**



Solar Lanterns provide opportunity to rural youth **for establishing centralised charging system** to charge set of lanterns and lease them on daily rental basis. Youth can also establish sales and service centres.

While talking about the solar lanterns, Mr. Raju quoted an example of Karim Nagar district where in a special programme; [called] the Chandrakanti Programme, launched by the district administration, [sales] order of one lakh solar lanterns were placed by people. Mr Raju added “If the number could be so much for one district we can imagine the total employment that can be created.”

### **Solar Home Light Systems**

Rural youth can be trained in operation and maintenance of the system who in turn can establish sales and service centres. **Annual Maintenance Contracts (AMC)** for the systems can also be taken up.

### **Solar Street Lights**

There is need for **maintenance of these systems** and offers employment opportunities for rural youth to enter into AMC with the concerned panchayats / municipality etc.

### **Solar Water Pumping Systems**

There is an employment potential basically in the **after-sales service and maintenance of these systems.**

### **Village Electrification -SPV Power Plants**

This is one of the most areas as the government of India is giving very high priority to this work. This rural electrification cannot be done by the traditional sources of energy, so the role of renewable energy becomes very important.

**Local youth can be trained in operation and maintenance of these village power packs** on monthly payment basis.

Coming to the next technology which is the solar thermal technology, he said that these were very popular and commercially viable. Citing an example he said, ‘In Hyderabad itself there are 50 entrepreneurs who are using this technology and are using this at all possible sites. Even the government is contemplating a Government Order (GO) that will make the installation of these systems mandatory.’

There is **scope of youth employment is in essentially manufacturing** of this equipment locally as it will cut down the costs and also help provide better after sales service. Youth can also find employment in installation and maintenance of this equipment.

Citing an example commercial application these solar thermal technology in industry, Mr. Raju told of 125000 litres at 80 degree Celsius for Godavri Fertilizers Limited.



Talking about the solar cookers, he pointed that these can **be fabricated at the district level employing rural youth**. Again the youth can also be employed in marketing and after sales services of this equipment. Mr Raju also briefed the audience about the different varieties of solar cookers and their applications.

Similarly for solar dryers he said that “These systems can create self employment for rural youth as the **produce can be marketed with value addition at local levels and has good export potential to urban areas and abroad**. Some youth can become entrepreneurs and can employ local youth for **collection, processing, packing, marketing** etc.”

Talking about the solar desalination units, Mr Raju highlighted the employment opportunities as these units can be **established and managed by entrepreneurs** under self employment scheme. These entrepreneurs can in turn employ local youth.

Replying to a question from Mr. D Sridhar, Coordinator, PRAJA Welfare society of Rangareddy district, Mr Raju explained the economics of such solar based equipment. He explained the availability of government subsidy on procurement of solar photovoltaic cells. He added the solar thermal equipment was otherwise cheap even without the government subsidy. He explained that the **initial cost of this equipment may be high but** they tend to payback fast within 2-4 years and at the same time the power bill is extremely low.

To another query from the audience about the central government’s scheme of Aditya Solar Shops, Mr. Raju explained that 12 districts have already applied for it. The government provides Rs.50,000 as financial assistance in setting up the minimum required infrastructure [required for such shops]

### **Mr. Kallol Mukherjee, Consultant, AP AIDS Control Society**

Mr. Kallol Mukherjee highlighted the importance of the HIV/AIDS as a problem and explained that this was reaching beyond “borders”.

Giving some alarming statistics he said, “Right now as of this day, there are 14,000 new infections in the world. In next six seconds some one will become HIV positive and these are preventable”

Explaining the quantum of the problem in India he said that there were 4.58 million HIV/AIDS cases which were second highest in the world after South Africa. Andhra Pradesh is one of the six states in India where it has achieved epidemic status.

“We must target our energies in those areas of the state where the prevalence is low as these are our- window of opportunity. What we need is a growing commitment across sectors to take up the challenge of HIV/AIDS. This is happening to quite an extent as



different bodies like the Bill Gates Foundation, Family Health International [FHI], John Hopkins University are coming together to combat the challenge. At the same time, the communities have to generate their own response to match the political will, which was quite favorable in the state now.”

“We have to target the **youth leaders and the opinion makers to help us take the message about the disease**. We have always talked about prevention and little about care [part of the disease]. As mentioned earlier we have 4.58 million PLWHA, so it is essential to train youth who can take care of these people. The projects coming up with the assistance of the Bill Gates Fund will also **provide an opportunity for youth** to take up projects.”

“The number of people working right now [in care] is too less. **We would need more people working for us not just as volunteers but also as professionals**. He noted that we need to have self motivated leaders”

Mr. Mukherjee also re-emphasised that **the trainers are required** who have the will to work and who could go to the grassroots and train more people about the care needed.

HIV/AIDS also has huge development costs as people suffering from the disease can have an early death. He added the most affected age group was from 15-45 years of age which is also the most productive age from the economy point of view. This also, no doubt, puts pressure on the exchequer and increases the government’s fiscal deficit.

He also noted that the national response in tackling the problem was not good. For almost six years the government denied the presence of any AIDS instance in the country. It was only in 1992, that the National AIDS Control Organization (NACO) was formed; which launched the first phase of its work starting from 1992 to 1999. The second phase was launched started in 1999 to 2004.

The **phase two is important as the government has understood the importance of involving youth in the programme**. The phase three of the NACO programme will have **greater emphasis on youth** and the government is contemplating some kind of recognition that youth should be employed in each HIV/AIDS programme.

Another important aspect that needs to be kept in mind is that the state must use **overlapping areas of synergy in all programmes** to ensure that the message is taken to all.

**Specifically he said that the employment opportunities existed for youth as**

- Field level executive
- Counselors
- Managers



- Mr. Mukherjee pointed that with over 120 programmes running in the state of AP itself there was a dearth of quality managers.
- Trainers
- Documentation
- Monitoring and Evaluation
- Research
- Communication and Finance.

**P Raghuveer, IFS, Additional Secretary, Information Technology, Govt. of AP**

Mr. Raghuveer spoke about the employment opportunities for youth in ICT, giving background about the digital divide. He elucidated the fact that the digital divide was actually several gaps in one viz: **Technological Divide**, *Great Gaps in infrastructure* **Content Divide**, *70% web content in English not relevant to local concerns or needs*, **Gender Divide**, *Less access to IT for women and girls*, **Commercial Divide**, *E-commerce is creating niche market, Biggest non-tariff barrier to World Trade* and **Socio-Economic Divide** *Affects our ability to take advantage of IT opportunities*

**He also gave some background facts about the IT industry in the country:**

- 6 lakh IT professionals in India – account for US \$ 16 billion p.a.
- IT Exports – US \$ 13 billion –
- Rs. 60,000 crores FE earned by IT companies and professionals which was 20% of total exports of India
- Over 100 of the Fortune 500 companies have set up R&D centres in India

**He highlighted the major employment opportunities in the ICT sector for youth in the following streams of**

- E-commerce
- Call Centres
- Medical transcription
- Billing and Coding
- Back Office Operations
- Revenue Claim processing
- Legal databases
- Content Development
- Payroll
- Logistics Management
- Supply Chain Management

He also spoke about the other option like the Student Knowledge Forum, its missions and objectives. **Employment opportunities also exist in assisting the government officials with data collection & uploading, interpretation and analysis, adoption of mandals**



**and the transfer of technical skills to the society, AMC for the maintenance and networking of computer facilities in colleges & government**

Specifically about the Student Knowledge Forum, after mentioning the achievements he highlighted the various activities involved in it:

- Launch Student Knowledge Forums in all professional colleges and propagate skills
- Start one self-help group in each Mandal which supports smaller, less IT-capable SHGs in all the villages of the Mandal
- Start Kiosks and Development Centers run by mandal level SHGs
- Mandal SHGs take care of local databases, maintenance, and training activities
- Linking all these groups online

**Sectors/Areas Offering Rural Employment Opportunities using ICT**

- Kiosks
- Services to Farmer
- Telemedicine
- Educational Services
- Data Collection and Planning
- GIS Maps
- Establishing Market Linkages
- Empowerment of Women
- Outsourcing the Government Activities
- Environment and Water
- Value added services
- Tourism

Finally summing up his presentation on ICT, he said that there was tremendous potential in using ICT for employment of youth. All that we need is some innovation and lots of hard work.

**Bremley Lyngdoh, Programme Manager, YES Campaign**

Bremley introduced the concept of the YES Networks to the audience and motivated them to form their own local networks. He also emphasised the significance of integrating these local networks with the global YES Campaign. Finally he highlighted the achievements of the sixty global YES Country Networks who achieved remarkable success in a short span of time.

**Rajendra Prasad Godi, YES Academy**

The YES Representative gave a presentation on the YES Academy throwing light on the projects being launched under it. He briefed the audience about the three partners of the YES Academy, the YES Campaign three pronged strategy of: outreach and engagement, knowledge building and capacity building. He elucidated the benefits of the formation of the YES Academy to the state of Andhra Pradesh



## Group discussions

### Felicitated by Session Chair: Dr ED Setty

Referring to the participants of the workshop, Mr. Shetty advised them that they were expected to do similar workshops in their own mandals/villages on the basis of the guidelines [referring to the guidebook]

He noted that depending upon the community and the ethnic groups that the participants covered the models will have to be adopted. “You may have to see what people have already tried and what are they wanting. **Listening to people is very important.** You will have to study the situation there- what is that these people have done? What is the support that these youth get? How long has been unemployed? What kind of family does he have? Will his spouse agree for this kind of venture? This is important because this multilateral decision and not a unilateral decision. Therefore what kind of roadmap will we prepare? **What is the intensity on the part of the individual to take self employment to entrepreneurial activity?**”

Dr. Shetty noted, “Nobody wants to be nobody, everybody wants to be somebody”. Therefore studying the local climatic situation, the socio-economic situation will definitely help. “It is quite like nursing an infant – some people may require lot of support, some may require only one or two. And entrepreneurship is not a mono action; it requires so many kinds of action [activity] marketing, liaison, transport etc.”

He concluded his remarks by urging the audience to raise queries and make suggestions and comments about the deliberations in the workshop.

### Q and A

A gentleman from Nizamabad made the following point, “What has been said about the YES Network is relevant for those who do not know about the self help movement, CMEY or Youth exchange, because what is said in the name of the YES is something that we have already doing it. And doing it very fine. They [YES] have been talking about the networks- local, state and national which were quite there.

The objective should be to strengthen them, identify and give them necessary ideas to take them to the global level.

Talking about the Entrepreneurship Development Programme, he said that, “Through various departments, in the state of Andhra Pradesh, more than 10,000 people per district per year are already trained.” Having done all this, we are again talking of interacting with youth, as if it is new for us. It is not at all new for us as we have been doing that.”



“[My suggestions] For YES Academy is to identify what has already, what are the gains, what are places we have left out, let the Academy bridge the gaps that are there and put the technological inputs so that we can really catch with the world.”

Responding to this query Mr. P K Joseph said “it is definitely true that there is no need to re-invent the wheel and as you have rightly put it, we have to identify what are the gaps in the CMEY programme and how can we do some kind of value addition to the programme”

PK Joseph explained by giving the outline of the YES Network and its composition- members of CMEY, Nehru Yuva Kendra, local NGOs, other youth organisations, government officials which was a multi-stakeholder group coming together to address the unemployment issue in focussed manner.

“It is in tune with the industry associations, clubs and federations and we are making locally body which comprising of all these people and trying to see what they can do collectively in that particular district. So, we are creating a network of local bodies and organisations in a particular issue.”

Referring back to the question, Mr Joseph affirmed that the local programmes were doing a wonderful work in their communities and there is no need of duplicating the efforts of what is already being done. But what the YES Campaign is talking about is how to enhance the functioning of the programmes that are already there in the district.

“For example CMEY, when we come along a global movement, - there is value addition that we can do- one aspect is - providing mentoring services – which could be a gap in the current programme. Now who decides that’s – it is not the YES Campaign. When the local networks come together they decide- do we [local networks] need mentoring programme that are supported by the CMEY. If they say yes, we do it through the YES Campaign, if they say no we don’t do it.”

Secondly, talking about growth funds he said that the CMEY programmes through which the beneficiaries are already getting some funds (the start-up fund with which the entrepreneurs start) is not the end. What are the Campaign is looking forward was to make entrepreneurs grow further and make more wealth in their communities. The Campaign wants them to create more employment in their communities.

Specifically elaborating about the how these existing programmes can be strengthened – he said that, “One of the gaps that was found in these employment programmes was-creating marketing linkages for these small entrepreneurs. So, for example what happens when the Global network decides that it should have some sort of a marketing strategy whereby we create linkages with the local entrepreneurs to market their products?”

Further Mr. Joseph explained about the inclusion of the Business Development Services (BDS) in the existing programmes. “Is there an additional BDS that we can add under the



banner of the YES Academy?” If the network feels that a particular young entrepreneur needs focussed type of training for setting some kind of enterprise, the YES Campaign provides these services.

Explaining about the inclusion of “good practices” he said, “We will also learn from other good practices- for example the Youth Business International- which has young entrepreneurs supported by the business communities. Is there any thing that we can learn from them? Let us adopt and adapt and use it in the local situations.”

In concluding his reply he reaffirmed that was no was absolutely no duplication - as what the Network needs and what is done and is decided by the local networks.

Ms Jyothsna from GRAM NGO, Nizamabad informed the audience that her organisation had already conducted a three day workshop taking the Hyderabad YES Regional Forum 2003 as inspiration. She inquired if it was possible for the YES Campaign to provide some certificates or identity cards to the volunteers who went to the rural and village areas to work.

Answering her query Mr PK Joseph explained that this was not suggested by the YES Campaign, rather consultations are held with the networks and it is decided by them at what stage of the network should affiliate the members to it. It all depends upon the network what they want do.

#### **Vote of thanks: Ms. Arshia Akheel, YES Representative**

Ms. Arshia Akheel thanked the audience for participating in the workshop. She also expressed her gratitude to the eminent speakers, staff of the Directorate of Youth Services and Dr. MCR HRD Institute of Andhra Pradesh and hoped that with all the able guidance and insight provided to workshop the participants; members of the YCN India will have some success stories to narrate at the upcoming YES Global Summit in Mexico.

She reminded the audience of the purpose of this workshop – “to take the knowledge that we have gathered here from the Regional Forum to the district level, as we are doing today, and to the mandal and the village level.”

A member of the audience requested the YES Campaign members and organisers to study the village network model. Mr. PK Joseph thankfully accepted his suggestion to include it in the decision making process of the YES networks.



### Annexure I: Participants at the workshop

Sl. No	Title	First Name	Last Name	Designation	Organization
1	Hon.	B. Gopal Krishna	Reddy	Minister	Employment Generation
2	Ms.	Chandana	Khan	Principal Secretary	YAT & C Department
3	Mr.	G. Kamal V.	Rao	Director	Youth Services
4	Mr.	A. Prabhakara	Rao	District Youth Welfare Officer	DYWO-Srikakulam
5	Mr.	A. S. N.	Reddy	District Youth Welfare Officer	
6	Mr.	B.	Surendukuv		PEACE
7	Mr.	B.	Narayana M.	Youth Leader	
8	Mr.	B.	Rajesham	Supat	DYWO- KNR
9	Mr.	B.	Ramesh Babu	Secretary	OPPWAC
10	Mr.	B. M.	Reddy		
11	Mr.	Ch.	Buggaiah	District Youth Welfare Officer	DYWO-NLG
12	Ms.	Ch.	Vijayakumari	Executive Secretary	Dalit Women Forum
13	Mr.	D.	Balaji	Correspondent	
14	Mr.	D.	Jagan	Secretary	Satr Youth Association
15	Mr.	D.	Jaya Sankar	President	Swathi Y/S/ CDP
16	Mr.	D.	Sailoo	District Youth Welfare Officer	CEO- STEP
17	Mr.	D.	Sridhar	Coordinator	PRAJA Welfare Society
18	Mr.	D.	Thauudu	Additional Project Director	Velugu- DRDA
19	Dr.	D. Hanumantha	Rao	Assistant Professor	SRTRI
20	Mr.	G.	Balakrishna	Secretary	N. C. Y. S
21	Mr.	G.	Rambabu	Field Coordinator	RAKSHANA
22	Mr.	G. Madhur S.	Reddy	CEO	
23	Mr.	G. V. V. S. D. S	Prasad	Chairman	VASORD



24	Mr.	Heionmey	Choudhury	Associate Consultant	Cygnus Economic Business Research
25	Ms.	Indu	Chauhan	Associate Consultant	Cygnus Economic Business Research
26	Ms.	J.	Hemalatha	CEO	
27	Mr.	J. L.	David	Executive Director	M. B. Development Organization
28	Mr.	K.	Joel	Secretary	Vishwa Shanthi Seva Society
29	Mr.	K.	Randy	Regional Manager	Vishwa Shanthi Seva Society
30	Ms.	K.	Saraswathi	Executive Secretary	SABALA
31	Mr.	K.	Vijaya Kumar	Project Coordinator	CRESHE
32	Mr.	K.	Madhukar Babu	District Youth Welfare Officer	DYWO
33	Mr.	K. Bhasker	Acharya	President	S. Verabrahma Y/S CDP
34	Mr.	K. Kishan	Rao	Chief Consultant	APITCO
35	Mr.	K. Syama Sundar	Rao	Organizer	Sri Sakthi Samaja Seva Sangham
36	Ms.	K. V.	Josthna	Youth Coordinator	GRAM-Abhyudoya Mandali
37	Mr.	K. V.	Narsing Rao	Organizer	Netaji Youth Association
38	Mr.	Kallol	Mukherji	Consultant	AP State AIDS Control Society
39	Mr.	Kodduri Narayana	Rao	President	SEVA Internatioanl
40	Ms.	M.	Jayasree	President	Prakriti
41	Mr.	M.	Parashuram	NGA	Abhyudoya Seva
42	Mr.	M.	Raji Reddy	Advocate	AREDDNA
43	Mr.	M.	Upender Reddy	Manager	SETKHAM KMM
44	Mr.	M. A.	Kanam	Chief Ex.	P. R. Department
45	Mohd.	Mahmood		Youth Leader	COVA



46	Ms.	N.	Radhika	Reporter	TV 9
47	Mr.	N. Hanumantha	Rao	Accountant	SETMAH
48	Mr.	N. Sri	Raghunandan Kumar	Advocate	
49	Mr.	P.	Chinnatataial		Velugu
50	Mr.	P.	Eshwar	YES Nalagonda	AREDDNA
51	Dr.	P.	Judson	Professor	Osmania University
52	Mr.	P.	Radha Krishna	Youth Leader	Vivekananda Youth Association
53	Mr.	P.	Raghuveer	Additional Secretary- IT & C	IT & C Dept, Govt. of AP
54	Ms.	P.	Sreedevi	Women Coordinator	SVDS
55	Mr.	P.	Srirama Raju	Deputy General Manager	NEDCAP
56	Mr.	P. Krishna	Rao	Executive Director	CRESHE
57	Mr.	P. Subba	Rao	Organizer	Manu Brahman Agent Sangham
58	Mr.	P. V.	Ramana	Director	AWARE
59		P. V.	Rao		DYWO
60	Mr.	P. V. R.	Reddy	Project Director	
61	Mr.	Pravin	Raju	CEO	Elansoft
62	Mr.	R.	Papa Rao	District Youth Welfare Officer	DYWO- Vizag
63	Dr.	Raja	Rao		Welfare Association
64	Mr.	Rakesh	Soami	Enterprise Coordinator	SRTRI
65	Mr.	S.	Ismail	President	VGSSP (Sadhana)
66	Mr.	S.	Rama Krishna	District Youth Welfare Officer	
67	Mr.	S.	Ravi Kumar	Assistant Project Director	DRDA
68	Mr.	S.	Santa Rao	Secretary	GN Society
69	Mr.	S.	Soma Sekhar	District Youth Welfare Officer	CEO- STEP



70	Mr.	S.	Venugopal	Secretary	KRUPA Society
71	Mr.	S.	Umakanth	Student	R. M. College of Social Work
72	Mr.	S. M. Gulam	Hussian	CEO	Ka Days
73	Mr.	Samala	Venue	National Youth Awardee	Roshni Vidy Vikas
74	Mr.	Shaik	Ismail	District Youth Welfare Officer	DYWO- Anantapur
75	Ms.	T.	Maheshwari	District Youth Welfare Officer	DYWO- Medak
76	Mr.	T.	Ravinder Rao	DPM	Velugu- APRPRD
77	Mr.	T.	Srinivas	Project Officer	APITCO
78	Mr.	T. Mohan	Gandhi	Youth Leader	The Gandhi Mission International Society of India
79	Mr.	T. V.	Sivakumar	Executive Director	CED- Aleap
80	Mr.	V.	Chatruvedi	Additional CEO	
81	Mr.	V.	Eswara Rao	Executive Director	SWEET
82	Mr.	V.	Krupa Varma	Assistant Coordinator- YES Network	Action Co-op
83	Mr.	V.	Mohan Reddy	District Youth Welfare Officer	DYW- NGL
84	Mr.	V.	Nagaraju	President	IREDO
85	Ms.	Yamuna	Pathak	Coordinator	HYD YES Network
86	Mr.		Chengappa	Additional Director	Dr. MCRHRD Institute of AP
87	Mr.		Shabeev	Youth Leader	COVA

## Annexure II



