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LIVELIHOOD PROGRAM FOR  
WOMEN - KARALAPAKKAM  
DECEMBER 09, 2020

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### Introduction:

A livelihood comprises the capabilities, assets (including both material and social resources), and activities required for a means of living. A livelihood is sustainable when it can cope with and recover from stress and shocks and maintain or enhance its capabilities and assets both now and in the future, while not undermining the natural resource base. When it comes to an individual, a livelihood is the ability of that individual to obtain the necessities in life, which are food, water, shelter, and clothing. Therefore all activities involved in finding food, searching for water, shelter, clothing, and all necessities required for human survival at the individual and household level are referred to as a livelihood. Approximately 90 % of rural households are involved in farming activities. To empower rural women it is very essential to attain a sustainable livelihood. The action program “Livelihood program for women – Karalapakkam” focused on empowering the livelihood of the women at the same in a sustainable way. The resource person to the program was Mr. Daniel, Karalapakkam Development Project Coordinator. The program was coordinated by Dr. P.Amuthalakshmi and the student trainees Hanu Priya, Prem Charles, and Priscilla.



### Timeline:

**8 am – 9 am:** The student trainees had their Internal Continuous Assessment from 8 am – 9 am.

**9 am- 11.30 am:** The student trainees Hanu Priya, Prem Charles, and Priscilla and the project guide Dr. P. Amuthalakshmi reached Pallavaram at 11.30 am and departed to Karalapakkam.

**11.30 am – 12.45 pm:** The student trainees and the project guide reached Karalapakkam by 12.45pm.

**12.45 pm – 1.30 pm:** The student trainees and the project guide mobilized the resources by visiting their houses and invited women to attend the program.

**1.30 pm – 2.00 pm:** The student trainees and the project guide had their lunch.

**2.00 pm – 2.30 pm:** The student did the pre-preparation works for the program like tying the banner, arranging the gifts and chairs, and discussed the program agenda. The women were mobilized for the program.



**2.30 pm – 3.45 pm:** The program began by 2.30 pm and the resource person focused on tapping women as a means to empower the livelihood of the village. The resource person spoke about SHG for the elderly and DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana) program.

**3.45 pm – 4.00 pm:** The student trainees and the project guide reached the colony for conducting the games for women and children.

**4.00 pm – 4.15 pm:** The women and the children were mobilized for the games and the required materials were mobilized.

**4.15 pm – 5.45 pm:** The activity ended and a vote of thanks was given to the community after which refreshments were provided.

### Livelihood program for women – Karalapakkam:

The resource person to the program was Mr. Daniel, Karalapakkam Development Project Coordinator. The student trainees, the project guide, and the participants gathered at the center and the program began by 2.30 pm.

### Program agenda:

- Welcome address
- Resource person speech
- Videos
- Feedback session
- Vote of thanks

### Activities:

- ❖ The program began at 2.30 pm and around 35 women attended the program. The student trainee Hanu Priya gave a welcome address inviting the participants and the resource person.
- ❖ The resource person Daniel started the session by talking about women's empowerment in the rural area. Then he spoke about the significance of women in empowering the livelihood. The participants consisted of women of age ranging from 50 - 65. So he spoke about the self-help group that is operating for elderly people particularly. The participants were unaware of the SHG's that function for the elderly. Two videos were played that were related to elderly SHG that is functioning in Trichy.
- ❖ Also, the resource person spoke about the role of youth in creating a sustainable livelihood. The resource person stated that there are so many programs that can be utilized by both women and youth for empowering the rural livelihood.
- ❖ The resource person explained the DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana) program that is being operated specifically for empowering women and youth. He also stated that the students who have dropped out of school can start working by utilizing the program offered by the government. In between the program, two videos

were played to the participants for them to understand better about elderly Self-Help groups and DDU-GKY(Deen Dayal Upadhyaya Grameen Kaushalya Yojana) program.

❖ Elderly Self-Help groups:

- Elderly self-help groups (ESHGs) were initiated for the first time in Tamil Nadu, in 2005, after a devastating tsunami caused suffering across the state focusing on the elderly. ESHGs have played a significant role in tackling the complex socio-economic issues that arise with age-related vulnerabilities. Under the aegis of HelpAge India, the idea has spread across India, and ESHGs have been formed in many parts of the country.
- This initiative has created an impact in the lives of the elderly. This created a sense of association among the elderly and the well-functioning elderly helped the destitute elderly in taking care of their basic needs.

❖ Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)

- The Ministry of Rural Development (MoRD) is operating a program the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) since 2014. DDU-GKY is a part of the National Rural Livelihood Mission (NRLM), tasked with the dual objectives of adding diversity to the incomes of rural poor families and cater to the career



aspirations of rural youth.

- Beneficiary Eligibility:
  - Rural Youth: 15 – 35 Yrs
  - SC/ST/Women/PVTG/PWD: Up to 45 Yrs
- The training extends from 3 months to 1 year. A variety of training programs are offered which includes soft skill programs, BPO, tally, accounting, health, programming, information technology, food production, spoken English, basic computer skills, textiles, and many such that are categorized into industrial oriented and non-Industrial oriented.
- Every day the training is given for 8 hours. It is being offered in many districts in Tamilnadu like Chennai, Madurai, Coimbatore Thiruvallur, Tanjore, and many more.

- The trained individuals are offered placements from several companies and even foreign opportunities are provided. The Eligible Candidate can apply via the website or using the app called Kaushal Panjee. The trainee spoke about the benefits of this program and also share the stories of several beneficiaries. The ultimate thing about these programs is they can be availed free of cost as they are sponsored by the government.
- ❖ After this, there was a brief feedback session and the participants cleared their doubts and felt the program was helpful for them in understanding their role in empowering livelihood.
- ❖ Prem Charles offered the vote of thanks and the program ended by 3.45 pm.
- ❖ After this, the student trainees and the project guide left to the colony for conducting the next activity.

### Games and activities:

- ❖ By 4:00 p.m the student trainee and the project guide reached the colony and mobilized children and women for conducting games activity. The prizes were notebooks, container jars, and pens. The participants were gathered under a tree in the colony. Around 25 boys and girls assembled for participating.
- ❖ Games for women:
  - ✚ The first game was a musical chair and it was conducted for women. The last four women who sustained were given prizes.



- ✚ The next game conducted was called the Block game. In this game, four blocks were drawn on the ground, and a song was played in the background. When the song stops, the women should stand in any one of the four blocks. Those who fail to stand in the block within the time then they will be eliminated from the game. In this way, the game was conducted and the final four participants who sustained were given prizes.
- ✚ Then a balloon passing game was conducted to the colony women. In this, a ball is given to the women and the song was played in the background when the song ends the women who have the ball in their hand will be eliminated. In this way, the game was conducted and the last three participants were given prizes.

❖ Games for children:

✚ The first game was a brainstorming game. In this game student trainee would instruct the children with the command, "big fish" or "small fish". After hearing the command the children should demonstrate it with their hands. The twist is student trainee's command and instruction would vary. For example, if he states Big Fish he might show hand signs that represent small fish which would confuse the children. The last three children who followed the instructions correctly and sustain till the last were given prizes.

✚ The second game conducted to the children was the balloon passing game in this game a ball was given to children and they had to pass the ball. A song was played in the background and then the song in the child with the ball in his / her and will be eliminated. The last three children who played were given prizes.





- ✚ Next, a running race competition was conducted for the children. The children were divided into two groups. The children from LKG to 2nd standard were grouped and the children from 3rd to 5th standard were put into another group. The prizes were given to the first three winners.



- ❖ The resource person Mr. Daniel was given a memento by the project guide Dr. P. Amuthalakshmi. The karalapakkam project coordinator thanked the project team for

conducting such valuable programs at Karapakkam by creating awareness about self-help groups, women and youth welfare programs, one-stop centers, and many such he stated that the program was very useful for the community women in empowering them financially and psychologically. The photos and videos were documented by the student trainee Prem Charles.

❖ After this refreshments were provided and the participants dispersed.

#### Conclusion:

The action program “Livelihood program for women – Karalapakkam” was indeed so helpful to the women in imparting knowledge about self-help groups functioning for the elderly and about the training programs offered by the government to women and youth. Many women did not know about these programs that can be availed by them free of cost. This program was helpful for women to empower their families financially and understand their significance and role in empowering rural livelihood.

