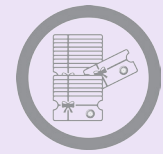
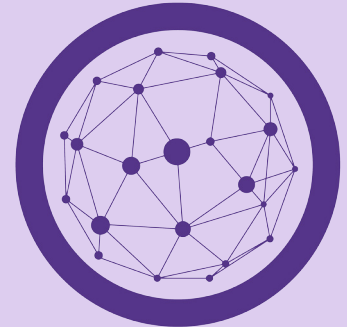




# Accelerating Skills through Vouchers

## An Implementation Guide

### Community Mobilisation



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# COMMUNITY MOBILISATION INTRODUCTION

Community Mobilisation is a crucial component of Vikalp as this is when the first contact is made with the target communities. Participation from the target groups is critical to the success of Vikalp, so it is imperative to mobilise them in a planned and effective manner. Unlike other skill development initiatives, Vikalp mobilises target groups for the project and not for individual courses, making the process more holistic. Community Mobilisation comprises of three key steps.

## Step 1: Identify communities & create outreach plan



## Step 2: Plan joint mobilisation with training institutes

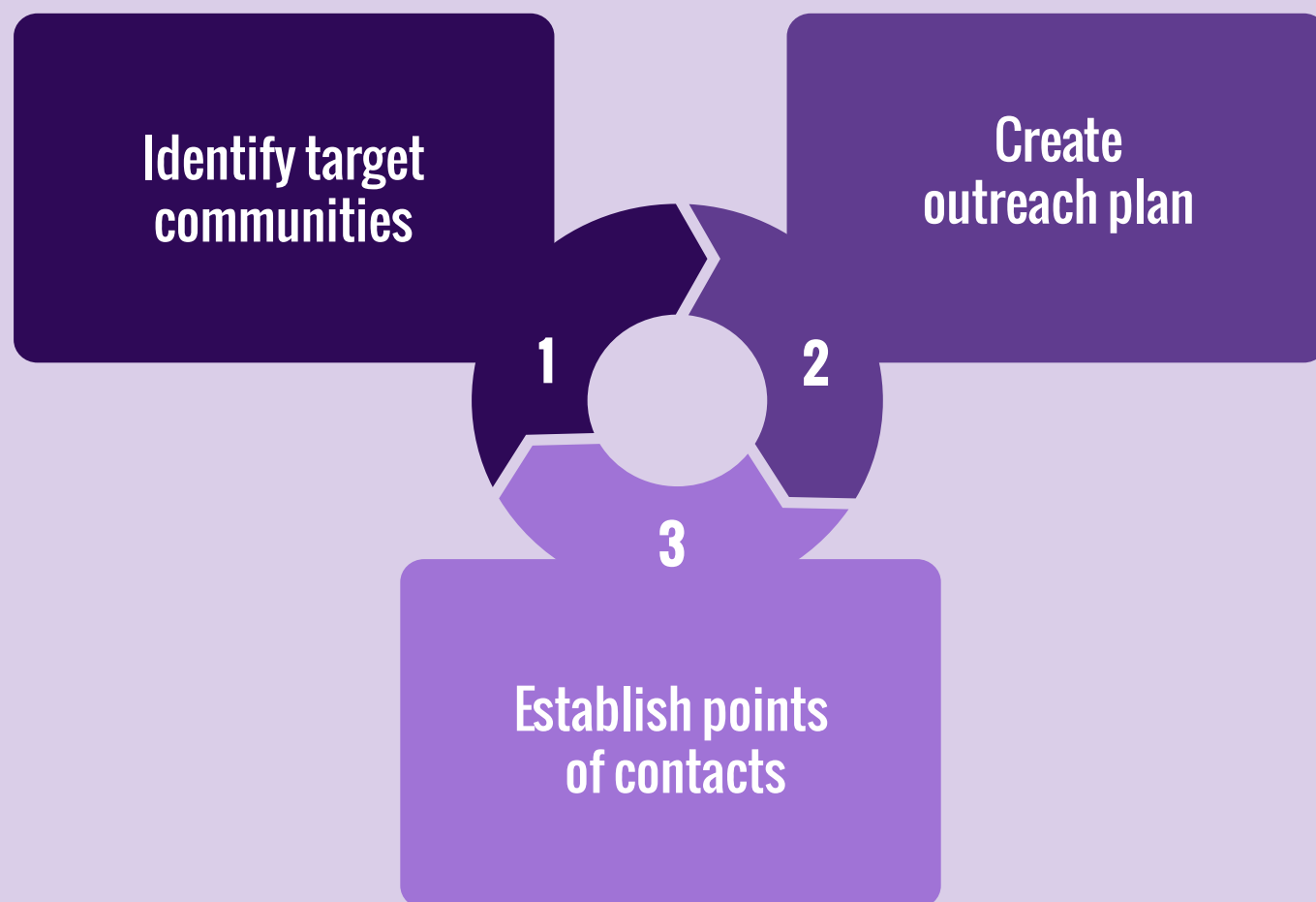


## Step 3: Inform communities about Vikalp



# STEP 1

## IDENTIFY COMMUNITIES AND CREATE OUTREACH PLAN



Community Mobilisation begins with the identification of target communities through a demographic study of the target region. Simultaneously, an outreach plan is created to determine effective methods and platforms to reach information to the target groups. The activities under this step are:

- **Analyse** the latest Census data to identify target communities.
- **Map out** high density population areas for those groups.
- **Reach out** through community leaders, Panchayats, youth groups, local NGOs and self-help groups (instrumental in garnering community support and awareness).
- **Identify** effective methods for outreach such as newspaper advertisements, radio, SMSes, phone calls and social media.
- **Establish** points of contact in each community group so everyone is informed.
- **Ensure** constant and proactive follow-ups with the points of contact.

**Annexure 1** provides the template for identifying target communities.

**Annexure 2** outlines various outreach channels for community mobilisation.

Outreach through newspaper advertisements, radio announcements and social media platforms such as WhatsApp can be very effective in spreading awareness among the target groups.

## STEP 2

# PLAN JOINT MOBILISATION WITH TRAINING INSTITUTES



The Operation Associate will plan joint mobilisation with the empanelled training institutes, during which the institutes will be allocated target groups based on their area of operation. The activities during the joint mobilisation planning are:

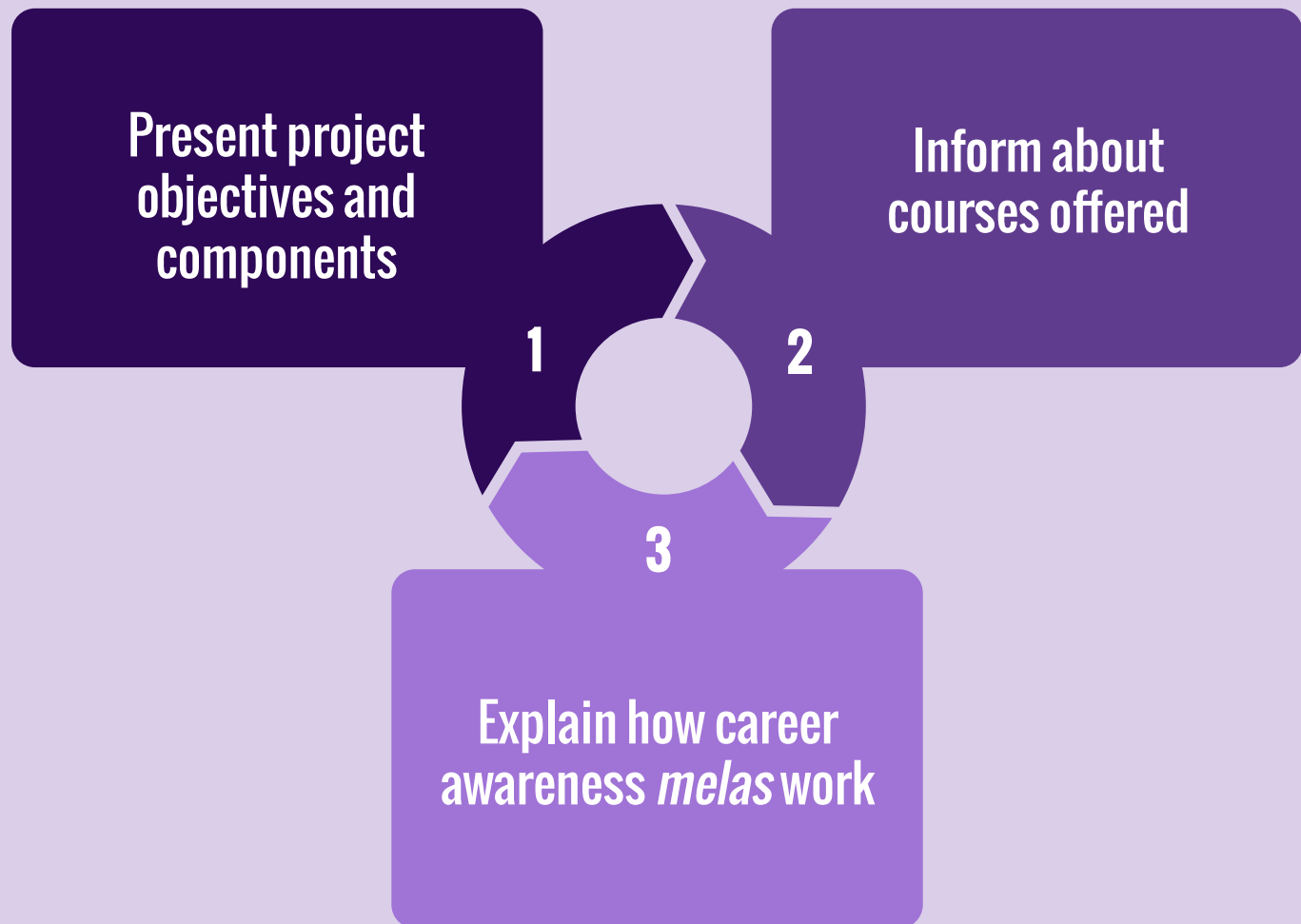
- **Share and explain project** collaterals such as the Vikalp brochure, poster, banner, etc.
- **Allocate communities** to training institutes based on their area of operation.
- **Set targets** for mobilisation.
- **Identify and mitigate** challenges (if any).
- **Finalise venues and dates** for career awareness *melas* (generally held on the institute's premises).
- **Explore mass media channels** such as newspaper advertisements, radio and cable TV.

Once the training institutes begin the mobilisation process, the Operation Associate is required to follow up daily against the set targets.

**Annexure 3** outlines estimation of cost for information dissemination through mass media channels, based on the Vikalp project.

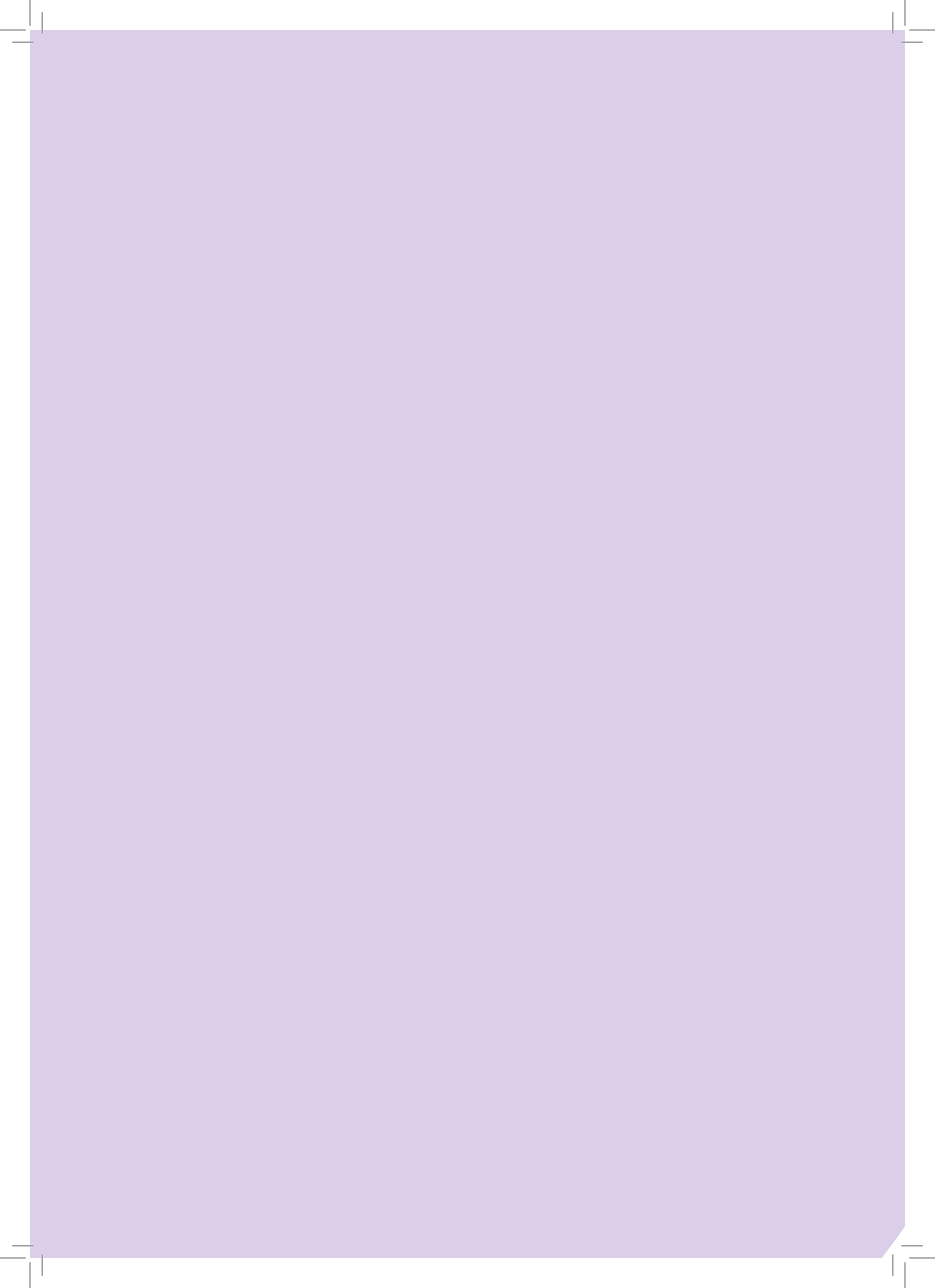
## STEP 3

# INFORM COMMUNITIES ABOUT VIKALP



Informing the target communities about Vikalp is a vital process of Community Mobilisation. The activities to be carried out under this step are:

- **Present project** objectives to the communities.
- **Explain the voucher model** and benefits of co-payment and counselling.
- **Inform them** about the courses offered (a detailed presentation on this is given at the *melas*).
- **Explain** how the career awareness *melas* work and motivate them to participate.
- **Notify them** about the schedule and venue of the career awareness *melas*, along with advertisements in newspapers, radio, etc.
- **Prepare** a registration sheet for prospective participants.







## **Durgesh chooses the best training institute.**

*"I chose this training institute not only because of their good track record of placements but their career mela presentation was interesting and appealing. Vikalp is different from other skill programs because of the high quality of training we are getting and assured placements at the end of it."*

**-Durgesh Sawant, 24, is a Commerce graduate and is training in Accounting & Audit under Vikalp.**