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hunger  
hilfe

For a world without hunger



# GREEN COLLEGES

## Building rural ecopreneurs

### The Situation

India enjoys the demographic dividend with 430 million youth in the age of 15-34 (Census 2011). However due to very poor education (86% drop out rate after 15 years of age) and skills (only 2% can access a formal training), this advantage could not be used towards the country's economic development. As a result, in the last 20 years India has experienced strong, but largely jobless economic growth. While 70% of the total population lives in rural areas and is dependent on agriculture and allied activities, skill development in this sector remains almost non-existent. Welthungerhilfe seeks to harness the demographic dividend for skilling up rural youth and draw national attention to create employment opportunities in rural areas. The aim is to increase number, outreach and effectiveness of skill building institutions, both public and private, that provide training, extension and business development support in rural trades.

### The Programme

The "Green Colleges Initiative – Developing Green Entrepreneurship in Tribal areas of India", focuses on training rural youth from the most backward districts in the states of Jharkhand, Odisha, West Bengal, Maharashtra and Karnataka. The initiative is supported by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Gesellschaft für Internationale Zusammenarbeit (GIZ), in order to give the local rural youth a dignified livelihood within their own community, offers both short term (15-30 days), medium duration certificate courses (3-6 months) along with Farmer Field School based training. The courses, organized by 11 Green Colleges, include skills such as sustainable farming, animal husbandry, integrated fishery, sustainable harvesting and processing of forest produce, agro food processing and solar lighting. The training contains mix of theoretical, practical and experiential learning.

Lessons include soft skills such as business plan development, marketing, entrepreneurship, motivation, conflict resolution, leadership and communication skills. Traditional wisdom is combined with modern techniques to enable better access to technology, finances and market, ensuring significantly higher incomes and



Young trainees in Jharkhand learning horticulture practices

bringing back the lost pride and dignity in these sustainable rural professions.

### Target groups

Until 2021, about 51,200 rural participants (80% of the target group belonging to the tribal population and vulnerable castes) will be trained in the Green Colleges for self-employment and to grow into “Ecopreneurs”. Farmer Field Schools (FFS), set up by the Green Colleges, offer training and extension on integrated farming systems towards promoting nutrition sensitive agriculture. All Trainings are conducted as per the standards set by Agriculture Skills Council of India.

### Multi– Stakeholder Approach

- Public-Private-Partnership model with Government, Civil Society and Corporates coming together
- Colleges are affiliated to Agriculture Skill Council of India (ASCI) and partnering under the Skill India Mission
- A Private Limited Company Skill Green Global has been set up to provide support services to rural training providers on course curriculum development, training of trainer, formalization, fund raising and advocacy towards popularizing these courses under the Skill India Mission, and Corporate Social Responsibility

### Outcome

- 41,084 trainees have been trained till Sep’20, and 36,154 trainees could successfully establish their farms/enterprises or improve their farming practices and earn additional income.

- Post training the trainees are mentored to establish their farm as business units, access banks loans or government subsidies and form Farmer Producer Organizations (FPO) for economies of scale and better access to the market.
- 10,116 rural youth will be additionally trained between Sep’2020 and 2021.
- The Green College project is part of the Global Initiative on Promoting Green Innovation Centres under One World No Hunger Initiative (SEWOH) of the BMZ and has high chances of scaling up across Asia and Africa .



### Implementing Partners :

**West Bengal:** Development Research Communication and Service Centre, Ramakrishna Mission Ashrama (RKM), Sri Ramakrishna Mission Ashram

**Jharkhand:** Centre for World Solidarity (CWS), Krishi Gram Vikas Kendra (KGVK), Network for Enterprise Enhancement & Development Support (NEEDS), Society for Promotion of Wasteland Development, (SPWD), Tata Steel Rural Development Society

**Orissa:** Living Farms

**Karnataka:** MYRADA

**Maharashtra:** Institute for Integrated Rural Development (IIRD)

**Delhi:** National Skills Foundation of India, Delhi

### Cooperation Partners

- Agriculture Skill Council of India
- Tata Trust
- Tata Steel Pvt Ltd
- Usha Martin Pvt Ltd

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