



### Enabling Livelihood Opportunities in Bundelkhand

**A** Community Rozgar Mela was organised by the Development Alternatives (DA) Group, in partnership with the Ford Foundation, on 23<sup>rd</sup> April 2018, with the aim to spread awareness about employment, and link the youth with sustainable livelihoods. The event commenced with a speech by Col. Parshuram Agrawal (Management Coordinator), followed by Anuja Shukla (Deputy Programme Director), Pradeep Pandey (Senior Manager), Chandra Prakash Niranjana (Assistant Manager), and the teams of Radio Bundelkhand and TARA Livelihood Academy (TLA) – subsets of the DA Group. More than 250 youths participated, being addressed and motivated by representatives from seven companies - L&T Micro Finance, Shiv Shakti Bio Fertilizer, Jai Kishan Bio Fertilizer, Pratham Institute, Equitas Small Finance Bank, Reliable Bio Technology Company, and TARA Nirman Kendra. These companies encouraged the look-out for jobs in a wider range of fields, opening doors for all those who fit into their selection criteria. The initiatives of Radio Bundelkhand and TLA were commended for enhancing efficiencies of the youth, reversing the jobless scenario in Bundelkhand, and thus preventing migration of the unemployed population. The Radio broadcasts a weekly programme on livelihoods, guiding the youth towards taking fair advantage of various government schemes, and encouraging them towards hard work and consistency. One of the representatives highlighted the current trend of youth getting addicted to staying at home and unable to work; and that now is the time for them to become self-sufficient in this exorbitantly material world, by grabbing the golden opportunity being provided by DA. Once the youth gets linked to livelihoods, crime rates would drop, families would be well nourished, and the entire community would beam with pride. The intervention was quite a success, with 158 unemployed youths registering, 88 appearing for interviews, and 56 getting recruited in different companies.