RECOGNISING · ENABLING · EMPLOYING

Skill Development Programme Profile

A quarter-century of community development at NEED, with structured vocational training, entrepreneurship and livelihood creation for rural, tribal and economically disadvantaged communities of Andhra Pradesh and Odisha since 1998.

8 PROGRAMMES · ANDHRA PRADESH & ODISHA

Tailoring, fashion technology, electronics, agri-enterprise, sericulture, green mobility and women-led entrepreneurship.

#RISEWITHSKILL

Vocational training that outlasts the programme cycle — building livelihoods that continue long after the training centre closes.

INDIVIDUALS TRAINED	WOMEN EMPOWERED	TRIBAL BENEFICIARIES	LIVELIHOODS CREATED	YEARS OF SERVICE
1,200+	450+	300+	500+	25+

“A trade learned is a livelihood owned — skill that a family carries forward long after the training centre closes.”

PROGRAMME PROFILE
Skill Development Sector · 2026 edition
NEED · Salur, Andhra Pradesh

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01

Fashion Technology Training Programme

IMPLEMENTATION PERIOD	FUNDING AGENCY	LOCATION	BENEFICIARIES TRAINED
2009 – 2011	National Child Labour Project (NCLP), Vizianagaram	Salur Mandal, Vizianagaram District	130 students (6-month course)

The Government of Andhra Pradesh sanctioned this Fashion Technology project at Salur Mandal with the support of the National Child Labour Project (NCLP), Vizianagaram, and in accordance with NCLP guidelines and recommendations. NEED appointed two qualified Fashion Technology instructors and one programme supervisor to effectively conduct the training, combining practical instruction with placement support for rural youth.

STUDENTS TRAINED	MANDALS COVERED	MONTHS DURATION
130	03	06

TARGET BENEFICIARIES

- Youth and students from Salur Mandal.
- Youth and students from Makkuva Mandal.
- Youth and students from Pachipenta Mandal.

PROGRAMME OBJECTIVES

- Enhance vocational and technical skills of rural youth.
- Improve knowledge and practical competence in fashion technology.
- Create sustainable, income-generating livelihood opportunities.
- Increase employability through industry-oriented, hands-on training.
- Support economic empowerment through skill development.

DELIVERY

Human Resources & Major Activities

- 2 Fashion Technology Instructors and 1 Programme Supervisor engaged for delivery.
- Skill-based vocational training using varied teaching methodologies.
- Fashion Technology instruction combining theory with hands-on practice.
- Livelihood-oriented skill development, tailored to industry requirements.
- Practical training under qualified instructors throughout the course.
- Job placement support extended on successful completion of the course.

KEY OUTCOMES

- Successfully trained 130 students, with regular participation throughout the six-month course.
- Beneficiaries mobilised from three mandals: Salur, Makkuva and Pachipenta.
- Placement assistance provided on completion, improving trainees' income-generating prospects.
- Improved skills, knowledge and income-generating opportunities for participants.

02

ESDP — Multi-Skill Vocational Training

IMPLEMENTATION PERIOD	FUNDING AGENCY	TRAINING CENTRES	BENEFICIARIES TRAINED
2013 – 2015	ni-msme, Hyderabad	Pachipenta & Manapuram, Vizianagaram	240 candidates across 8 programmes

The National Institute for Micro, Small and Medium Enterprises (ni-msme) — an organisation under the Ministry of Micro, Small and Medium Enterprises, Government of India, headquartered in Hyderabad — sanctioned this Entrepreneurship and Skill Development Programme (ESDP) to enhance the employability and entrepreneurial capabilities of rural youth. NEED delivered structured, industry-oriented training across five technical trades at its Training Resource Centres in Pachipenta and Manapuram, enabling participants to pursue wage employment or self-employment.

Training Trade	Duration	Programmes	Trainees
Electrical Gadget Repair	250 hrs	1	30
Electronic Mechanic	250 hrs	2	60
Mobile Repairing	125 hrs	1	30
Two-Wheeler Maintenance & Repair	300 hrs	2	60
Wireman	125 hrs	2	60
Total	—	8 Programmes	240

TARGET BENEFICIARIES

- Rural youth and tribal youth from the two training-centre catchments.
- School and college dropouts seeking a technical vocation.
- Unemployed young men and women, and aspiring entrepreneurs.

PROGRAMME OBJECTIVES

- Improve employability among rural and tribal youth.
- Develop technical competencies in demand-driven vocational trades.
- Promote entrepreneurship and self-employment.
- Build a skilled workforce to meet local industry requirements.

PRE-TRAINING ACTIVITIES

- Publicity/awareness campaigns and formation of a Selection Committee.
- Screening of applications, personal interviews and candidate selection.
- Formal inauguration and orientation on centre rules and curriculum.

TRAINING METHODOLOGY

- Classroom theory paired with practical, trainer-led demonstrations.
- Continuous performance assessment throughout each batch.
- Dedicated entrepreneurship and self-employment guidance sessions.

KEY OUTCOMES

- Successfully trained 240 rural and tribal youth across five technical trades.
- Improved technical knowledge and practical competencies of participants.
- Strengthened entrepreneurship skills alongside core technical competence.
- Enhanced wage-employment and self-employment prospects for graduates.
- Developed a skilled local workforce supporting area industry and service sectors.

03 ESDP — Fashion Designing

IMPLEMENTATION PERIOD	FUNDING AGENCY	TRAINING CENTRE	WOMEN TRAINED
2013 – 2015	ni-msme, Hyderabad	NEED TRC, Salur, Vizianagaram	120 Beneficiaries

The National Institute for Micro, Small and Medium Enterprises (ni-msme) — an organisation under the Ministry of Micro, Small and Medium Enterprises, Government of India, headquartered in Hyderabad — sanctioned this Entrepreneurship and Skill Development Programme in Fashion Designing to empower women through vocational skills and self-employment opportunities. Delivered at NEED's Training Resource Centre in Salur, the programme combined structured classroom sessions, intensive hands-on practice and entrepreneurship orientation in tailoring, garment production and embroidery.

Training Programme	Duration	Programmes	Trainees
Fashion Designing (ST – A1)	125 hrs	2	60
Fashion Designing (C-30)	125 hrs	2	60
Total Sanctioned	250 hrs	4 Programmes	120

Against a sanctioned capacity of 120, 110 women completed training successfully.

TARGET BENEFICIARIES

- Rural and tribal women from the Salur training-centre catchment.
- Economically disadvantaged women seeking a market-ready trade.
- Aspiring women entrepreneurs in the garment sector.

PROGRAMME OBJECTIVES

- Enhance vocational skills among rural and tribal women.
- Promote entrepreneurship in the apparel and garment sector.
- Create sustainable self-employment opportunities.
- Improve household income through skill-based livelihoods.

THEORY CURRICULUM

- Theory: fabric knowledge, trimmings, fabric marking, layout & cutting.
- Theory: pattern making, sewing-machine operation, costing, production planning & quality control.

PRACTICAL TRAINING

- Practical: kameez, salwar (Patiala, Dhoti, Punjabi, Parallel, Bell-bottom), and blouse variants.
- Practical: baby wear, skirts, tops, nightgowns; hand & machine embroidery, Aari work.

KEY OUTCOMES

- Successfully trained 110 women in Fashion Designing and Tailoring.
- Enhanced employability and vocational competencies of participants.
- Promoted women-led entrepreneurship in garment production.
- Equipped trainees with market-oriented tailoring and embroidery skills.
- Improved opportunities for self-employment and income generation.

04

USHA SILAI School — Tailoring Skill Development

IMPLEMENTATION PERIOD	FUNDING PARTNER	MONITORING PARTNER	REACH
2012 – 2015	USHA International Limited	Sarvodaya Voluntary Organisation (SVO)	10 Master Trainers + 100 women

With support from USHA International Limited and monitoring by Sarvodaya Voluntary Organisation (SVO), NEED built a sustainable livelihood model training rural women from Below Poverty Line (BPL) families in tailoring and empowering them to become community trainers. Adopting a Training-of-Trainers approach, selected women were equipped with both technical tailoring skills and teaching methods, enabling them to establish tailoring centres in their own villages.

MASTER TRAINERS TRAINED DIRECTLY (BPL WOMEN)
10

WOMEN REACHED THROUGH THE VILLAGE CASCADE MODEL
100

BENEFICIARY IDENTIFICATION

- Rapid Assessment Survey conducted across 10 villages to identify eligible women.
- Selection criteria: BPL status, interest in tailoring, willingness to train others.
- 10 women selected as Master Trainers based on survey findings.

PROGRAMME OBJECTIVES

- Empower rural women through tailoring skills and self-employment.
- Develop women as community-level tailoring instructors.
- Improve livelihoods of BPL households and strengthen entrepreneurship.
- Create sustainable, village-based skill development centres.

TRAINING COMPONENTS

- Fundamentals of tailoring, sewing-machine operation and maintenance.
- Body measurements, drafting, pattern making and fabric cutting.
- Garment stitching, alteration, finishing and quality control.

METHODOLOGY & MENTORING

- Entrepreneurship and small business management, customer handling.
- Training and facilitation skills for community-level instruction.
- Continuous mentoring, machine operation exercises and follow-up support.

KEY OUTCOMES

- 10 Master Trainers from BPL families successfully trained and certified.
- Extended skill development benefits to 100 rural women through the cascade approach.
- Improved tailoring and garment-making skills among all participants.
- Enabled women to establish home-based tailoring enterprises.
- Developed village-level women trainers sustaining community-based skill development.

05

Skill Development for Scheduled Tribe Youth

IMPLEMENTATION PERIOD	FUNDING AGENCY	TRAINING VENUE	BENEFICIARIES TRAINED
2021 – 22	TRICOR, with ITDA Parvathipuram	Youth Training Centre (YTC), Salur	160 Scheduled Tribe youth

The Andhra Pradesh Scheduled Tribes Co-operative Finance Corporation (TRICOR), with support from ITDA Parvathipuram, sanctioned this skill programme to enhance employability among Scheduled Tribe youth through market-oriented vocational and digital training. Alongside tailoring for tribal women and four-wheeler driving for tribal men, the programme was expanded to include community health representative training and digital literacy, widening both employment pathways and community service capacity.

Training Programme	Beneficiaries	Duration	Gender	Category
Tailoring Training Programme	60	60 Days	Female	ST
Four-Wheeler Driving Training	40	40 Days	Male	ST
Health Representatives Training	30	40 Days	Female	ST
Digital Literacy & Computer Skills	30	60 Days	Male & Female	ST
Total	160	—	—	Scheduled Tribe

TAILORING & DRIVING — COVERAGE

— Tailoring: garment construction, pattern making, cutting, stitching & finishing.

— Driving: road safety, traffic rules, vehicle controls & defensive driving.

HEALTH & DIGITAL LITERACY — COVERAGE

— Health Representatives: community health awareness, hygiene promotion and support for local health camps and referral services.

— Digital Literacy: basic computer operation, internet & digital services, mobile banking and access to online government services.

PROGRAMME OBJECTIVES

— Enhance employability among ST youth through market-relevant, multi-track training.

— Empower tribal women with tailoring-based, sustainable livelihood skills.

— Improve employment opportunities for tribal men via professional driving certification.

— Build community health capacity and close the digital-access gap for tribal youth.

TRAINING METHODOLOGY

— Classroom instruction paired with hands-on training and individual practice.

— Trainer supervision and continuous performance assessment.

— Career guidance and livelihood orientation throughout the programme.

KEY OUTCOMES

— 160 Scheduled Tribe youth trained across four demand-driven programmes.

— 60 tribal women empowered with tailoring skills for sustainable livelihoods.

— 40 tribal men equipped with professional driving skills, improving employability.

— 30 women trained as Health Representatives, strengthening community health outreach.

— 30 youth equipped with digital literacy and computer skills for the digital economy.

06

Sustainable Mushroom Cultivation & Enterprise Dev.

DURATION	LOCATION	BENEFICIARIES	DEMONSTRATION UNITS
30 Days	Palakonda, Parvathipuram Manyam District	60 participants	5 established

NEED successfully implemented a 30-day Skill Development Training Programme on Sustainable Mushroom Cultivation to promote self-employment and improve livelihoods of rural and tribal communities in Parvathipuram Manyam District. The programme built technical skills in oyster mushroom cultivation, entrepreneurship, value addition and market linkages, enabling participants to establish complete, sustainable income-generating enterprises.

TRIBAL FARMERS TRAINED	DEMONSTRATION UNITS	DISTRICTS IN MARKETING NETWORK
60	05	05

MAJOR COMPONENTS

— Beneficiary identification, group formation and technical classroom training.

— Hands-on demonstrations and establishment of demonstration units.

— Entrepreneurship development, value addition and processing.

— Marketing/business planning, technical handholding and market linkage support.

TECHNICAL TRAINING MODULES

— Mushroom biology, spawn preparation, substrate selection & preparation.

— Pasteurization, bag preparation, spawning, incubation & crop management.

— Pest/disease management, harvesting, post-harvest handling & packaging.

— Value-added products and organic compost preparation from spent substrate.

TRAINING METHODOLOGY

— Farmer Field School approach with demonstration units and exposure visits.

— Group discussions, continuous mentoring and technical support after training.

MARKET LINKAGES

— Market linkages: retail, wholesale, restaurants/hotels, institutional & vegetable markets.

— Network spans Parvathipuram, Vizianagaram, Visakhapatnam, East Godavari & Ramabhadrapuram.

KEY OUTCOMES & IMPACT

— Successfully trained 60 tribal farmers in sustainable mushroom cultivation.

— Established 5 demonstration units and facilitated multi-district market linkages.

— Promoted self-employment through mushroom-based enterprises.

— Strengthened entrepreneurship, business management and technical knowledge.

— Encouraged value addition through processing and product diversification.

— Improved food and nutritional security, and promoted climate-resilient farming.

07

Women Entrepreneurship — EV Tea & Coffee Tricycles

FUNDING AGENCY	PROJECT AREA	BENEFICIARIES	KEY DELIVERABLE
Hetero Foundation (CSR Initiative)	**Parvathipuram Manyam, Vizianagaram, Visakhapatnam & Srikakulam**	**30 women entrepreneurs**	**30 EV Tea & Coffee Tricycles**

NEED implemented a women entrepreneurship and livelihood programme with CSR support from Hetero Foundation to improve the incomes of vulnerable Self-Help Group (SHG) women in Coastal Andhra Pradesh. The project enabled women to establish mobile tea and coffee businesses using electric (EV) tricycles, providing sustainable, eco-friendly self-employment opportunities across four districts.

WOMEN ENTREPRENEURS	EV TRICYCLES DISTRIBUTED	DISTRICTS COVERED
30	30	04

MAJOR PROJECT COMPONENTS

- Community mobilisation and identification/selection of SHG beneficiaries.
- Entrepreneurship Development Training (EDP) and business management.
- Distribution of EV tricycles, business equipment and starter kits.
- Mentoring, handholding, monitoring and market linkage support.

ENTREPRENEURSHIP TRAINING MODULES

- Small business management, customer service and hygiene/food safety.
- Tea and coffee preparation, inventory management and record keeping.
- Financial literacy, digital payment systems and marketing/sales promotion.
- Enterprise sustainability and business promotion.

PROJECT DELIVERABLES

- Selection of 30 SHG women entrepreneurs and structured EDP training.
- Distribution of 30 EV Tea & Coffee Tricycles with business starter kits.

SUSTAINABILITY APPROACH

- Technical mentoring and post-training monitoring and support.
- Green mobility model promoting eco-friendly, women-led micro-enterprises.

EXPECTED OUTCOMES & IMPACT

- Sustainable income generation for 30 women-led enterprises.
- Enhanced entrepreneurship and business management skills.
- Increased household income and improved financial inclusion among SHG members.
- Strengthened women-led entrepreneurship and economic resilience in rural Andhra Pradesh.
- A replicable, environmentally friendly green livelihood model for CSR-supported development.

08

LEDP — Mulberry Silkworm Cultivation & Rearing

FUNDING AGENCY	PROJECT AREA	IMPLEMENTATION YEAR	BENEFICIARIES
NABARD	Thuamul Rampur Block, Kalahandi District, Odisha	2025 – 2026	90 WSHG members (3 batches of 30)

The Livelihood and Enterprise Development Programme (LEDP) on Cultivation & Rearing of Mulberry Silkworm was implemented by NEED with the support of NABARD to strengthen sustainable livelihood opportunities for rural and tribal women in Kalahandi District, Odisha. The programme combined classroom learning, practical demonstrations, field exposure, technical mentoring and enterprise development support in scientific sericulture practices.

WOMEN SHG MEMBERS TRAINED	TRAINING BATCHES	PARTICIPANTS PER BATCH
90	03	30

TECHNICAL TRAINING MODULES

- Introduction to sericulture and mulberry cultivation techniques.
- Land preparation, nursery development and plantation management.
- Irrigation/nutrient management and scientific silkworm rearing practices.
- Pest & disease management, leaf harvesting-feeding and cocoon production.

ENTREPRENEURSHIP DEVELOPMENT

- Business planning, cost/income management and financial record keeping.
- Market assessment, marketing strategies and value chain development.
- Financial literacy and sustainable enterprise development.
- Post-harvest handling and value addition in cocoon production.

MAJOR ACTIVITIES

- Community mobilisation, beneficiary selection and formation of training batches.
- Practical demonstrations on mulberry cultivation and hands-on silkworm rearing.

MONITORING & LINKAGES

- Exposure visits and interaction with technical experts.
- Field monitoring, technical support and market linkage facilitation.

KEY OUTCOMES & IMPACT

- Successfully trained 90 Women Self-Help Group members across three training batches.
- Enhanced technical knowledge in scientific mulberry cultivation and silkworm rearing.
- Strengthened entrepreneurship and enterprise management skills.
- Improved self-employment opportunities through sericulture-based livelihoods.
- Strengthened women-led micro-enterprises and household income security.
- Contributed to rural development by creating skilled, self-reliant women entrepreneurs.