

3.2.2.1.1 Mobilisation

The quality of candidates mobilised has a significant impact on retention during training as well as in the jobs they are placed in as well career progression. The SRLMs have a crucial role in sensitising local communities and CSOs so as to improve the effectiveness and quality of the mobilisation process.

The mobilisation process can be done from one of the following approaches:

The SRLM can identify the area where it wants to implement the project and invites PIAs for formulating projects. The State will have to sensitise the community, GPs and CSOs regarding the scheme. The process for selection of PIAs has to be on the basis of clearly laid out norms which have been conveyed to all the stakeholders. All the steps should be transparent and there should be a feeling in the community that the process was fair.

- The PIA can select an area and suggest to State for implementing the programme. Based on the assessment of the State Government of the need for the programme, various steps including awareness generation, mobilisation from within the community and identification of beneficiaries can be carried out.
- A hybrid approach combining the elements from both the above approaches can also be adopted.

Actual mobilisation must be done by the PIA in areas identified by SRLM. They should involve institutions of the poor established under Aajeevika as well as GPs. Both GPs and Aajeevika institutions have an important role in ensuring that the skills and placement needs of all eligible persons in all habitations are addressed.

The willingness of the candidate identified after mobilisation to undergo the training programme has to be ascertained. The selection process for identifying the trainees has to be transparent and open to all stakeholders. There is a fine balance to be had between aspiration, eligibility and aptitude. While all residents have a right to be considered, it could well mean that not all those who are considered for a particular trade are selected. This is acceptable, provided records are maintained that show that aptitude tests did not indicate a match between aspiration and potential or the aspirant was not eligible. The fact that PIAs have to ensure that at least 75% of those trained are placed should be motivation enough for them to ensure that inclusion errors are minimised. GPs and Aajeevika institutions have to ensure that exclusion errors are minimised.

They also have to validate the income potential of placements made.

PIAs shall give priority in mobilizing and selecting candidates identified as focus/special groups in these guidelines. They should also adopt a GP saturation model while mobilising. This serves two purposes.

- It ensures that none of the residents who are desirous of being skilled and placed are left out from being considered.
- It allows both parents and candidates to support each other during training and placement. This is especially important if training or placement happens to be in a location distant from their place of residence