

Annual Report 2010-11



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Prof. K. L. Chopra, Former Director, IIT Kharagpur

Mr. A. R. Nanda, Former Secretary, Health & Family Welfare, GOI

Dr. Bhagaban Prakash, Former Advisor, MOHRD, GOI, WHO and Commonwealth

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Dr. D. P. Pattanayak, Former Director, Indian Institute of Language

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Auditors

M/S PPB & CO. Chartered Accountants

Bankers

Syndicate Bank

Punjab National Bank

State Bank of India

Oriental Bank of Commerce

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1. HDF-An Overview

The Human Development Foundation (HDF) continued its effort to bring together academicians, development thinkers and practitioners to facilitate participatory development initiatives through promotion of high quality human resources, encouragement of shared leadership and responsive governance system through its Center for Development Action and Research (cDAR) and the Academic Wing. Both the Wings worked together with synergy.

During the year, cDAR pursued programmatic interventions focusing on community health, education, livelihood, governance and skill development. The Health Resource Unit undertook a study on “Needs Assessment for CBD Project in Odisha”; Swasthya Samikshya (Community Monitoring) in 10 districts and 40 blocks of Odisha, supported by NRHM, Odisha; launched Community Based Distribution Programme (CBDP) at State level on World Aids Day followed by district level launching at Kukudakhundi of Ganjam district with support from UNFPA. The Governance Support Unit undertook preparation of District Plan and other related documents for Nawarangpur district of Odisha, supported by the Department of Planning and Coordination, Government of Odisha. The Skill Development Unit organised a short-term training programme on Modular Employable Skills (MES); a consultative workshop on “Skill Development in Odisha: Challenges and Opportunities”, and training for “Establishment of Agri-Clinics and Agri-Business Centers (ACABC), sponsored by MANAGE, Hyderabad, under the Department of Agriculture and Cooperation, Government of India.

The Academic Programme Wing of the Foundation pursued education on Management Studies and Vocational Trades.

In response to the Admission Notice, 127 candidates applied for admission to the PGDM programme of the School in the academic year 2010. Out of which, 82 candidates were short listed for the next phase of the selection process, i.e. Group Discussion (GD) and Personal Interview (PI), based on their graduation mark and overall score in the entrance examinations such as CAT, MAT, XAT, Odisha JEE. The weighted average score from the results of entrance examination, essay writing, GD, PI and academic performance in 10th and graduation was used for ranking the candidates. Out of 61 admission-offers issued to the selected candidates, 44 students took admission.

81 candidates applied for admission to the PGCM programme of the School in the academic year 2010. 59 of them were shortlisted for the next phase of the selection process, i.e. Group Discussion (GD) and Personal Interview (PI), based on their graduation mark. The weighted average score from the results of GD, PI and academic performance in 10th, 12th and graduation was used for ranking the candidates. Finally, 48 candidates were offered admission, and 43 students joined.

Considering the socio-economic backwardness of students, the HDF Trust, awarded scholarship with a cash value of Rs 100,000 each, to two students. There are many socio-economically weak students, who are not in a position to raise required finance for their studies. The School extends support to such students for study loan.

Management Development Programme (MDP) is another key activity of the School. It undertook various training programmes for capacity building of professionals in the development sector like; training programme for Executives of Sir Ratan Tata Trust and its

promoted institutions for the promotion of rural livelihood portfolio at Ranchi; training programme for professionals of development sector at PRADAN Training Centre at Kestla (MP).

The School has undertaken research projects funded by Norwegian Research Council on “Impact of Globalisation on Indigenous Communities in India, China and Laos” with the involvement of academic institutions from Chinese Academy of Social Science, Sanghai, HDF School of Management, India, Asian Institute of Technology (AIT), Thailand, and Norwegian Institute of Science and Technology (NTNU), Norway.

The School has a strategic partnership with the Center for Environment and Development (CED), Kerala, to undertake joint consulting in projects related to environment and development. During the year, CED, HDF School of Management and National Museum of Natural History through its Regional Museum of Natural History, Bhubaneswar, organised the 1st Odisha Environment Congress 2010 at Bhubaneswar. The focal theme of the Congress was Water Resources of Odisha: Reflections for 21st Century. 19 research papers, besides 4 papers by young scientists and a paper on wastewater recycling in urban local bodies in Open Forum were presented during the Congress. The School also organised a Seminar on “Creating Employability Among Students in Higher Education” which was attended by Principals of various colleges of Odisha. A Seminar on “Micro-finance Sector in Odisha: Protecting the Interests of the Underprivileged” was also organised jointly by the School and Orissa State Cooperative Union (OSCU) to discuss the concerns and challenges being faced by MFIs in Odisha.

The School has planned to establish a long term relationship with a number of organisations for mutual benefit. While organisations can receive training and consultancy support from the School, in return the School will have access to the organisational field and resources for exposing its students and faculty to the real life issues and challenges of managing organisations. The School has taken the initiative and has signed an MOU between HDF and OSCU to jointly run various academic programmes and training in the areas of development and cooperation including Livelihood, Public Health, Education, etc.

The School has received innumerable advices and moral support from several Institutions and well-wishers at its formative stage. We are grateful to all of them.

Details of activities undertaken by HDFSOM and cDAR from April, 2010 to March, 2011 are presented in this Annual Report.

2. HDF School of Management

The mission of HDF School of Management (HDFSOM) is to provide high quality and value based holistic management education in India. It aims at infusing a higher level of ethical professionalism in the participants of Management Studies. The vision of the School is to be a self-reliant institution of excellence in Management Education, with focus on development-management.



HDFSOM has a quality policy that conforms to the requirements of programme participants, sponsors, users of services and society at large by focusing its efforts in teaching, training, placement, research, consulting and evidence-based advocacy. The School is committed to continual improvement of the services, processes and resources for effective conformance to the requirements of all the stakeholders.

2.1 Courses Offered

HDFSOM offers AICTE approved Post-Graduate Diploma in Management (PGDM) and Post-Graduate Certificate in Management (PGCM), with specialisation in Micro-Finance.

2.1.1 PGDM Programme

The flagship programme of the School is its Post-Graduate Diploma in Management (PGDM).

PGDM Design

PGDM has two segments: a Class-room segment and a Management Traineeship Segment (MTS) in the organisations. The classroom segment consists of 105 credit load (60 credit of compulsory and 45 credit of elective courses) of course work covering 1050 contact hours in 6 terms of 12 weeks each. All the courses in first 3 terms are compulsory in nature. The School offers dual specialisation. A student can specialise in an area by taking a minimum of 18 credit load of elective courses. The students can opt for a special study up to 6 credit in Term 5 and 6 on an important industry issue. The special study is in lieu of electives and can be done by students with a CGPA of at least 7.0 in the first year. Each term has a 18 credit load, excepting the last one which has a load of 15 credit.

Management Traineeship Segment (MTS)

There is a MTS programme in the industry for 12 weeks in the break between Year I and Year II. During this period, besides studying the organisation in-depth, each student completes a project work offered by the sponsoring organisation. The internship provides the students a first hand experience of organisational environment and integrating classroom learning with field realities. Promotion to the Year II is contingent upon the outcome of joint evaluation by the industry guide as well as institute guide. All the PGDM students undertook their management traineeship in 24 companies and worked in 29 preassigned projects under the joint supervision of a faculty guide and reporting officer of the company concerned (Table 1).

Table 1: List of Organisations Participated in MTS

Sl.	Name of the Organisation	Topic
1	Tata Steel Ltd, Jamshedpur	Liquidity Management of Tata Steel Ltd. & its comparative analysis with other steel manufacturers Employee Happiness Survey in Tata Steel Ltd.
2	Hindustan Unilever Ltd. Guwahati	Implementation of Perfect Store & its impact on market share
3	Bonanza Portfolio	Marketing strategy on Channel Partner (Equity) in Bhubaneswar
4	DSP Blackrock Investment Pvt. Ltd.	A Study on Perception & Sales Appetite of Branch Managers of PSU Banks in Odisha With respect to Mutual Fund Schemes & strategies to improve their sales appetite
5	Colgate Palmolive Pvt. Ltd.	Study of competitiveness of Colgate Palmolive distributor & its research extension
6	GCMMF Ltd. Asansol	Demand Estimation of Amul Kool Lassi & Amul Masti
7	Ernst & Young Pvt. Ltd.	Raising Capital in India by way of Listed Secured Non-convertible Debentures
8	Nirmal Bang Securities Pvt. Ltd.	Customer Profiling & Need Analysis on Mutual Fund & Insurance
9	Kotak Mahindra AMC Ltd.	Investor's Perception about Mutual Fund
10	Anagram Stock Broking Ltd.	A study on The comparative analysis of various Stock Broking Companies on the basis of Activation Charges, Brokerage and Services
11	Eureka Forbes	To study the consumer perception towards the product of water purifier
12	Pidilite Industries, Pune	Mapping coverage and creating route map for Van-coverage To study the impact and usefulness of the wholesale dealers in distribution expansion
13	OCL, Rajgangpur	Operational study of OCL India Ltd , Rajgangpur
14	ARSS Infrastructure Projects, Bhubaneswar	Working capital management in ARSS Infrastructure Projects
15	Lumbini Beverages, Hajipur	Study of effectiveness of distribution channel of Pepsi products in Patna A study of Pepsi's market position and distribution system in Patna

Table 1: List of Organisations Participated in MTS (Contd.)

Sl.	Name of the Organisation	Topic
16	Macleod's Pharmaceuticals, Cuttack	Demand chain management in pharmaceutical company
17	Celesty Icecream Company	Study of efficiency of distribution channel of Celasty Icecream Company and designing strategy for improvement
18	HDFC Mutual Fund, Cuttack	Perception and penetration of mutual fund industry and strategy to improve them
19	TVS Motor Company	To study the non-conventional study of TVS motor bikes in Hyderabad A study on how to improve the utility and strength of loan utilisation check and suggest ways to incorporate important parameters
20	Reliance Retail, Bhubaneswar	To study the effectiveness of customers service of Reliance Fresh Stores in Bhubaneswar
21	Arohan Financial Services, Kolkata	Building an attrition analysis model and finding relation between employees attrition and the variables that affect it
22	Tata Teleservices, Bhubaneswar	To study the acceptability of "Tata Subidha" plan in Bhubaneswar A study on various ways to bridge the gap between customers expectation and telecom industry innovation
23	Elegant Innovators	Study of customer satisfaction of internet and DTH service providers in Bhubaneswar
24	Shapoorji Ballanji	Study of operational strategy and recommendation on improvisation

Admissions to PGDM 2010-2012

Any graduate with a minimum of 15 years (10+2+3) of education with minimum 50% aggregate marks (or equivalent CGPA) at graduation, and with valid CAT/MAT/XAT/OJEE scores were eligible to apply. Out of 127 candidates applied for admission to the PGDM programme of the School, 82 of them were shortlisted for the next phase of the selection process, i.e. Group Discussion (GD) and Personal Interview (PI), based on their graduation mark and overall score in the entrance examinations such as CAT, MAT, XAT, Odisha JEE. The weighted average score from the results of entrance examination, essay writing, GD, PI and academic performance in 10th and graduation was used for ranking the candidates. Finally, 61 candidates were offered admission, and 44 students joined.

Programme Cost

The programme fee for the PGDM over the period of two years is Rs 3,68,000. This includes tuition fees and expenses for personality development, training, placement, library, internet, lodging, books, handouts, extracurricular activities, establishment, utility, etc. It does not include expenses due to sickness, travel and other personal expenses. The School facilitates study loans to needy students.

Programme Administration

The PGDM Committee administers the Programme in Management. The PGDM Committee takes all decisions in matters relating to the conduct of the Programme. The PGDM Coordinator is the Convener of the Committee. The rules and norms governing the Programme are included in the PGDM Handbook and provided to the students upon joining the programme. The Programme Office of the School provides all support to the PGDM Programme.

2.1.2 PGCM Programme

The one year Post-Graduate Certificate in Management with specialisation in Micro-finance (PGCM), is a full time residential programme. The course comprises three terms of classroom segment and four components of field segment. Out of total 52 weeks, 33 weeks are spent in classroom and 16 weeks in the field. A student goes through 54 credit of classroom learning and 21 credit of field learning. PGCM curriculum aims at integrating experiential learning in the field and theoretical understanding in the classroom.

Field Work Segment

The field work segment comprises 'Community Induction Segment' (CIS) of 2 weeks; 'Community Study Segment' (CSS) of 4 weeks and 6 credits; Organisational Traineeship Segment (OTS) of 4 weeks and 6 Credits; and 'Management Traineeship Segment' (MTS) of 6 weeks and 9 credits. Table 2 indicates the list of organisations that provided support for CSS.

Table 2: List of Organisations Participated in Community Study Segment

Sl.	Name of the Organisation	Topic
1	Health and Development Initiative (HDI)	Marketing of Forest Products
2	PRADAN	Livelihood Resources for Rural People
3	Youth Council for Development Alternatives (YCDA)	Tribal Youth Development Development of Cooperative Society
4	CARD	Utilisation of Government Schemes at Village Level
5	Lutheran World Service India	Women Empowerment through SHGs Community Based Disaster Management
6	Harsha Trust	Rural Electricity
7	Regional Center for Development Cooperation	Community Health
8	Unnayan	Marriage System Among Tribal Community
9	Gram Vikas	Water and Sanitation
10	Pragati	Village Based Education System

Admissions to PGCM 2010-2011

Any graduate with a minimum of 15 years (10+2+3) of education is eligible to apply. Out of 81 candidates applied for admission to the PGCM programme of the School, 59 of them were shortlisted for the next phase of the selection process, i.e. Group Discussion (GD) and Personal Interview (PI), based on their graduation mark. The weighted average score from the results of GD, PI and academic performance in 10th, 12th and graduation was used for ranking the candidates. Finally, 48 candidates were offered admission, and 43 students joined.

Programme Cost

The programme fee for the PGCM over the period of one year is Rs 100,000. This includes tuition fees and expenses for personality development, training, placement, library, internet, lodging, books, handouts, extracurricular activities, establishment, utility, etc. It does not include expenses due to sickness, travel and other personal expenses. Additionally, students can incur expenses for boarding (about Rs 35,000). The School facilitates study loans to needy students through our banker Syndicate Bank and other banks.

Programme Administration

The PGCM Committee administers the Programme in Management. The PGCM Committee takes all decisions in matters relating to the conduct of the Programme. The

PGCM Coordinator is the Convener of the Committee. The rules and norms governing the Programme are included in the PGCM Handbook and provided to the students upon joining the programme. The Programme Office of the School provides all support to the PGCM Programme.

2.1.3 Instruction Methodology

The focus of the instruction methodology is on the internalisation of knowledge, rather than its mere acquisition. To achieve this, combination of appropriate instructional methodologies are employed depending on the nature of the course. The methods include lectures, case discussions, exercises, seminars, role-plays, management games, industry visits, assignments, term papers, project work, and computer based learning methods.

The academic performance evaluation system is designed to promote the learning process and to assess the abilities of the participants to apply the knowledge in decision-making. The School follows a continuous evaluation system based on assignments, quizzes, projects, seminar presentations, mid and end term tests.

2.2 Training and Placement

The School provides round the year intensive training for personality development and communication skill enhancement through internal and external experts.

Corporate Gurukul, a Singapur based organisation has been engaged to provide placement training to make the students industry-ready, with specific focus on communication skills, presentation skills, personality development, aptitude test and industry exposure.

Out of 47 PGDM students of the second batch, 22 students have already been placed in different companies by end of January 2011 (Table 3). Out of 27 PGCM students of the first batch, 10 students have been placed in different organisations by the end of January 2011 (Table 4).

Table 3: List of Companies that Offered Jobs to PGDM 2009-11 Students

Sl. No.	Name of Recruiting Companies
1	Selvel Advertising Ltd.
2	Diamond Power Industries
3	Reliance Retail
4	Reliance BPO
5	Srei e-Sahaj
6	Jenburkt
7	Blue Dart
8	Future Group
9	Airtel
10	Tata Teleservices
11	Essar Telecom
12	Capital I.Q.

Table 4: List of Organisations that Offered Jobs to PGCM 2009-10 Students

Sl. No.	Name of Recruiting Organisations
1	People's Forum
2	Harsha Trust
3	Sanginee Secondary Cooperative Ltd.
4	READ
5	Ahmisa
6	SHARE
7	BASIX
8	Adhikar Maicrofinance Ltd.
9	Gram Utthan

2.3 Scholarship and Award

The LBW Trust, Australia through Vikash Charitable Trust provided scholarship of Rs. 70,000 to one PGDM student of 2009-11. The PK Dash Gold Medal for academic excellence is awarded every year to the topper of PGDM programme. The award for the year 2010 went to Ms. Richa Sen.

2.4 MDP, Research and Consultancy

Training, research and consultancy are important activities of the School. Prof. Haribandhu Panda facilitated the training programme for the executives of Sir Ratan Tata Trust and its promoted institutions for the promotion of Rural Livelihood portfolio. The training focussed on value chain, community institution and market. The training was conducted in Ranchi from 27th to 29th October, 2010.

Prof. Haribandhu Panda undertook a detail context study for development of the Concern Worldwide's operational strategy for Odisha from 2011 to 2015.

Promotion training programme to professionals of development sector at PRADAN training center, Ketsla, Madhya Pradesh from 27th January to 3rd February, 2011.

The School has undertaken a research project funded by Norwegian Research Council. The topic is "Impact of globalisation on indigenous communities in India, China and Laos" with the involvement of academic institutions from Chinese Academy of Social Science, Sanghai, China; HDF School of Management (HDFSOM), India; Asian Institute of Technology (AIT), Thailand; and Norwegian Institute of Science and Technology (NTNU), Norway.

The School has a strategic partnership with the Center for Environment and Development (CED), Kerala, to undertake joint consulting in projects related to environment and development. During the year, following two projects were undertaken.

- Preparation of the Catchment Area Treatment Plan for Kanupur Irrigation Project in Keonjhar district of Odisha, sponsored by the Water Resources Department, Government of Odisha.
- Preparation of DPR for Mainstreaming Coastal and Marine Biodiversity Conservation into Production Sectors in the Godavari River Estuary of Andhra Pradesh, sponsored by UNDP.

2.5 Seminars and Other Activities

Saturday Afternoon Seminar Series (SASS) of the School, normally held on every Saturday, provides a venue for exchange of ideas among faculty, students and visiting fellows. Special seminars are held to get advantages of the Experts' presence in the School. Faculty recruitment seminars are also held under SASS. A list of seminars held during the year is presented in Table 6.

Table 6: List of Seminars Conducted Under SAS Series

Sl. No.	Topic	Speaker
1	Management Education-Theory & Practice	Prof. DV Ramana, XIMB
2	Economy & Business	Prof. KB Dash, Utkal University, Bhubaneswar
3	Society, Politics & Business	Prof. Anup Das, Utkal University
4	Environment & Business	Prof. SP Das, XIMB
5	Government & Business	Mr SK Lohani, IAS
6	Intricacies of Managing Finance in an Organisation	Prof. GK Sharma, IMIT
7	Marketing Management: Challenges in Recent Time	Prof. BB Mishra, Utkal University
8	Opportunities and Challenges in Micro-finance Sector	Dr P Chandrasekhar, Associate Vice-President, Basix, Hyderabad
9	Opportunities and Challenges in Energy Sector WRT Oil and Natural Gas	Mr Labanyendu Mansingh, Chairman, Petroleum & Natural Gas Regulatory Board
10	Tenets of Sales & Marketing	Mr Sanjay Arora, Regional Sales Manager, Win Medicare
11	Current Macro-economic situation: Challenges for the Managers	Prof. Prabal Kumar Sen, XLRI, Jamshedpur
12	Motivational Strategies through Neuro-linguistic Programming	Dr Keshab Nandy, Lead Auditor & Assessor for ISO 9001-2000
13	Changing Scenario of Media in the Backdrop of Globalisation	Mr. Nachiketa Desai, Media Expert
14	Empowerment Through Values, Ethics and Spirituality	Prajapita Brahmakumaris
15	Risks and Delinquency Management of Microfinance Portfolio	Mr. Md. Amin, President, Adhikar Microfinance Ltd.
16	Governance Issues in Microfinance Institutions	Dr. Dipti Ranjan Sahoo
17	Excel as a Tool for Business Research	Prof. Pitabash Mohanty, Faculty, XLRI, Jamshedpur

The School provided institutional affiliation for research to scholars from International Christian University, Japan and Norwegian University of Science and Technology, and University of Agder, Norway.

1st Annual Convocation

49 students of the first batch of PGDM were awarded Post-Graduate Diploma in a convocation held on 24th April, 2010. The 1st Annual Convocation was chaired by Prof. K. L. Chopra, Chairman of the Board of Governors and Convocation Address was delivered by Prof. Damodar Acharya, Director, IIT Kharagpur.



Seminar on “Micro-finance Sector in Odisha: Protecting the Interests of the Underprivileged”, organised jointly by HDF School of Management and Orissa State Cooperative Union (OSCU) on 4th December, 2010.



The seminar was inaugurated by Shri Prafulla Chandra Ghadai, Hon'ble Minister of Finance and Excise, Odisha. Shri Prabhat Kumar Tripathy, Hon'ble Member of Legislative Assembly and President, OSCU was the Chief Guest. The seminar brought together bankers, micro-finance institutions (MFIs), civil society organisations, academia and opinion leaders. The recommendations of the seminar were presented to the Hon'ble Minister and Malegam Committee appointed by the Reserve Bank of India to streamline microfinance operation in the country. Some of the key recommendations include:

- The objective of Micro Finance Institutions (MFIs) is not poverty alleviation. The objective of MFIs is to provide financial services. Financial service along with other services can help eradication of poverty. Such other services will include Business Development services and Institutional Development Services including market linkages. Accordingly, MF service must have a base rate that is comparable across the industry and any additional service(s) can be charged separately.

- MFIs must identify different offerings (products in association with services) and specify corresponding prices in an understandable and transparent manner.

- The interest rate charged to clients of MFIs is dependent on cost of capital, operating expenses, bad debt provision and margin. All these elements need to be standardised within a given band considering the specific position of MFI in the life cycle and the complexity of the environment in which the concerned MFI operates.



- Considering the desired interest rate from the government for certain target group, appropriate interest rate subsidy, capacity building and other support for product development, provision of adequate working capital, risk mitigation, reduction of capital adequacy ratio and stamp duty, etc. may be thought of.
- Multiple lending leading to unsustainable indebtedness can be controlled through development of a system of unique client identification and sharing of database. Government may explore the possibility of helping MFIs to put in place a standard operating and management information system.
- There should be budgetary provision for bad debt. Banks should be convinced to provide loans to MFIs with reasonable default in their portfolio.
- The social capital created through the existence of large number of SHGs in the state need to be strengthened through active bank-SHG linkage.
- MFIs operate with under-skilled or unskilled human resource and hence, government may help in developing high quality human resource with right attitude that is required to work for and with poor.
- A mechanism of resolving grievances at panchayat, block, district and state level should be in place.
- A watchdog consisting of representatives from all the stakeholders (Government, MFIs, client representatives, banks, media, academia and opinion leaders) may be in place as a sounding board for the healthy development of micro-finance sector.
- Research based information from grassroot level needs to be acquired for appropriate policy decision. Government may initiate a process of acquiring such information through sponsored research.

Seminar on “Creating Employability Among Students in Higher Education” at HDF School of Management on 12th December, 2010.

The seminar was inaugurated by Shri Debiprasad Mishra, Hon'bl Minister of Higher Education, Tourism and Culture, Odisha. Shri Madhusudan Padhi, Secretary, Higher Education, Government of Odisha, officials of Higher Education Department, Principals and senior faculty members of different colleges of the state participated in the day-long seminar. The seminar recommended mechanisms for career counseling in colleges, strengthening linkages with industry and exposing students to the contemporary needs of the economy and society.

Odisha Environment Congress 2010



HDF School of Management, Centre for Environment and Development (CED), Thiruvananthapuram and National Museum of Natural History through its Regional Museum of Natural History (RMNH)

Bhubaneswar organised the 1st Odisha Environment Congress (OEC) from 22nd to 24th December, 2010 at

the premises of RMNH at Bhubaneswar. The focal theme of this year's conference was "Water Resources of Odisha: Reflections for the 21st Century", with the sub-themes such as, Water Resources of Odisha; Land and Water Management in Odisha: Traditions, Trends and Trajectories; Challenges in Water Sector; Water and Health; Policy Institutions and Governance of Water; and Water Culture and Gender.

The OEC was inaugurated by Sri Naveen Patnaik, Hon'ble Chief Minister of Odisha. Sri Debiprasad Mishra, Hon'ble Minister of Higher Education, Tourism and Culture; Dr. Aurobindo Behera, Principal Secretary, Department of Forest and Environment; Sri Pradip Jena, Secretary, Energy, Science and Technology; Sri Rajendra Singh, Founder Tarun Bharat Sangh; and experts from government, industry, civil society organisations and academic institutions participated. The keynote address was delivered by Dr. E. J. James, Director Water Institute, Karunya University, Coimbatore, on integrated water resource management in facing the challenges of India's water sector.

More than 200 delegates from different parts of the country attended the Congress. The objective of the Congress was to bring together academia, policy makers, industry and civil society organisations to discuss and debate pressing environmental issues and come up with implementable solutions and recommendations. A printed volume of all



the 24 papers presented by the experts was released on the occasion by the Chief Minister. Besides, the Young Scientist Award was presented to Dr Sandhyarani Acharya, faculty of KMBB College of Engineering and Technology.

The major recommendations of the Congress are as under:

- A knowledge portal on issues related to Odisha's environment and development will be jointly set up by HDF and CED
- HDF and CED will assist the Government through the OEC platform to develop the draft "River Policy"
- Task Forces will be formed for different sub-theme areas of the Congress to assist the Government in policy formulation as required
- Pilot projects will be taken up jointly by HDF and CED, particularly in the area of urban waste water recycling in a few selected Urban Local Bodies of the State
- Awareness campaign about issues related to water and its conservation, recycle and re-use will be initiated in partnership with the media
- The Congress will be an annual event with different focal themes for each year. The theme for the next year is "Forest Resources"

2.6 Faculty and Staff Development

Faculty is the most important resource of the School. Accordingly, from the very beginning, the School has a policy to strengthen faculty resource through various in-house and outside programmes.

Faculty Development: Participation in Seminars/Workshops/Meetings

Haribandhu Panda participated in the workshop for the opening of Odisha Chapter of the Micro-finance network, Sa-Dhan on 2nd July, 2010.

_____ Delivered a lecture to the students of the Madhusudan Cooperative College on the Opportunities of Rural Management on 9th September, 2010.

_____ Organised a stakeholders' workshop for identifying possible strategies for reducing vulnerability and extreme poverty in Odisha at Bhabanipatna on 3rd November, 2010.

_____ Organised a stakeholders' workshop for identifying possible strategies for reducing vulnerability and extreme poverty in Odisha at Sundargarh on 9th November, 2010.

_____ Presented a paper, "Context Analysis for Possible Intervention to Reduce Extreme Poverty in Odisha", at the Workshop for Strategic Planning for Concern Worldwide on 7th December, 2010.

_____ Presented a paper, "Challenges of Micro-finance Sector and the Role of Government", at the Seminar on Micro-finance organised by the School on 4th December, 2010.

Smita Mishra Panda participated and presented a paper in the Expert Group Meeting on **Gender and Productive Resources; Women's Entitlements to Land, Livestock and Energy**, 17-18 August, 2010, organised by UNIFEM, New Delhi. Presented a paper on ***Gender and Livestock Development with focus on Cooperatives on the Gujarat Experience***.

_____ NAAS-NAARM-IFPRI Workshop on **'Livelihood Opportunities for Smallholders: Challenges and Prospects**, 7-8 September, 2010, Hyderabad. Presented a paper ***'Role of Micro-finance in Livelihood Promotion of Smallholders: A Gender Perspective'***.

_____ in the **Asian Diversity in a Global Context (Gendering Asia Network Conference)**, 12-13 November, 2010, Copenhagen University (Denmark). Title of the paper – ***'Mobile Livelihoods and Gendered Citizenship in Asia: A Frame for Analysis'***.

_____ in the **Ester Boserup Conference (A Centennial Tribute)** at Vienna (Austria), 15-17 November, 2010. Title of the paper – ***'Tribal (Indigenous) Women and Globalisation: Insights from a Rapidly Industrialising State (Orissa)'*** (jointly with Prof. Ragnhild Lund, NTNU, Norway).

_____ panelist on "Water Conflict Documentation and Analysis", 26th July, 2010, Bhubaneswar, organised by Shristi, Baitarani Initiative and Forum for Policy Dialogue on Water Conflicts in India.

_____ on Integrated Water Resources Management (IWRM) Road Map by the Government of Odisha, 31 August, 2010, organised by Agramee.

2.7 Institutional Development

HDF School of Management strives to deliver high quality services in all aspects of education delivery such as quality of conformance, quality of design and quality of performance. A & S Consultant, Chennai is helping the School for process documentation, quality systems implementation and obtaining ISO certification.

The HDF School of Management's approach to Quality Management is based on the four core principles of TQM such as customer focus, leadership commitment, process focus, and alliance and client relationship.

Superior learning processes are designed and implemented making innovative use of the latest learning methodologies and convergence technologies. The School pursues a very active programme of research, training and consulting services for the benefit of industry, government and civil society. The School believes in both qualitative and quantitative assessment of performance. The performance of students, faculty and staff are evaluated and feedback given systematically. The School strongly believes in partnership and pursues networking with a large number of institutions in the country and outside.

Quality Policy & Objectives

Quality Policy

The School has developed a quality policy through a series of consultations. The School conforms to the requirements of programme participants, sponsors, users of services and society at large by focusing our effort in teaching, training, placement, research, consulting and evidenced-based advocacy. The School is committed to continual improvement of services, processes and resources for effective conformance to the requirements of all the stakeholders.

Quality Objectives

- Programme participants to achieve adequate level of knowledge, skill and attitude
- To release and harness the creative potential of programme participants
- Programme participants to inculcate a sense of social responsibility, especially for the underprivileged and marginalised community.
- To have a learning environment in the campus for academic, intellectual, social, cultural and spiritual growth.
- To place the programme participants in a learning environment with potential for positive growth and opportunity
- To achieve faculty-driven governance system
- To achieve a critical strength of industry-academia-civil society linkages
- To have a transparent system of operation
- To optimally utilize resource base for all our services
- To inculcate a spirit of continual improvement in all our activities

2.8 Library

The School gives utmost importance to the development of Library. By the end of January, 2011, the Library had 2397 books, 40 national and 24 international journals in hard copy, about 1900 e-journals through Gale Cengage and about 10,000 e-books. Additionally, the Library contains DVDs, CDs and newspapers. The Library services are fully automated with LibSys software. It helps to search, report, circulate and undertake various other functions of the Library. Library services include lending, reference, interlibrary loan, bibliography, photocopying, video-viewing on the campus and document scanning.



2.9 Computer Centre

The School has a state-of-the-art computing facility with a centralised IT architecture. The network manages around 100 hosts with application and network servers in the campus. The School provides uninterrupted Wi-Fi internet services to the faculty and students through a 1 MBPS lease line facility from STPI. Every PGDM student has a laptop of his/her own. Additionally, 30 desktop computers are available in the computer center.



Web services at the School meets the needs of its stakeholders such as potential students and their parents, potential faculty and staff, service providers, Government and regulatory bodies, trustees, management, well wishers and public at large.

2.10 Faculty Announcements

Prof. GM Patnaik, MA - PM & LW (Utkal)

Prof. GM Patnaik joined the School as Assistant Professor on 15th May, 2010. He has more than 27 years of work experience in the areas of Human Resource Management including training in industry and educational institutions. Prior to joining the School of Management, he worked as Deputy General Manager (Corporate HR) at National Dairy Development Board (NDDB), Anand; Institute of Rural Management Anand (IRMA); Rajasthan Cooperative Dairy Federation (RCDF), Jaipur and as Head-HR at KIIT University, Bhubaneswar. His education includes post-graduate studies in Personnel Management & Labour Welfare (PM & LW) from Utkal University. His areas of academic interest include Business Communication and Personality Development, Organisational Restructuring and value-based HR practices.

Prof. Shipra Mishra, MBA (Ravenshaw)

Pro. Shipra Mishra joined the School as Assistant Professor on 17th May, 2010. She has more than three years of experience in teaching communication to MBA students. Her education includes M. Com in Small Industries Management & Entrepreneurship and MBA. She has submitted her doctoral dissertation on the topic of “HRM in Banking Sector” to Utkal University. Her areas of interest include communication, soft skill development and HRM.

2.11 Achievements and Recognitions

Prof. Haribandhu Panda

- Member of the Board of Governors of Harsha Trust
- Member of the Board of Governors of KMBB College of Engineering & Technology
- Chairman of the Board of Governors of LIVOLINK

Prof. Smita Mishra Panda

- Invited to be a panel for the selection of Information Scientist/Principal Scientist for NAARM, Hyderabad by the Agricultural Scientists' Recruitment Board, New Delhi, August 20, 2010.

- Appointed as Adjunct Research Fellow for the period August, 2010 – July 2013, Monash Asia Institute (MAI), Monash University, Melbourne, Australia.

- Completed the project – ***Preparation of DPR for Mainstreaming Coastal and Marine Biodiversity Conservation into Production Sectors in the Godavari River Estuary, Andhra Pradesh***, Sponsored by the United Nations Development Programme (UNDP), October, 2010. Was responsible for the Livelihood Component of the project.

- Mobile Livelihoods and Gendered Citizenship Project: The Counter-Geographies of Indigenous People in India, China and Laos***, funded by the Norwegian Research Council – Global Fund, Norway (2010-2012). Completed one year of the project as team leader for the India component.

- INDNOR project – ***Transformation and Friction in Globalising India*** – 2010-2011, funded by the Norwegian Research Council.

- Invited to develop a course module for the ***Monash Asia Institute*** of Monash University, (Melbourne, Australia) for their International Master's Programme on Disaster Management on “**Rebuilding Livelihoods**”, 2011.

- Coordinated the Odisha Environment Congress on the the theme – ***Water Resources of Odisha: Reflections for the 21st Century***, in collaboration with the Centre for Environment and Development, Kerala and Regional Museum of Natural History, Odisha, 22-24 December, 2010. Presented a paper that is part of the proceedings titled – ***Gender, Water and Culture: Interweaving Connections and Development Outcomes***.

Prof. Supriti Mishra

- Full Bright Fellow and completed post-doctoral research under the guidance of Prof. Ingo Walter of Leonard N. Stern School of Business, NYU, USA on “Corporate Governance Interventions by Hedge Funds in Acquired Firms”

- Visiting Scholar, Leonard N. Stern School of Business, NYU, USA, from July 2010 to till date.

- Reviewer/ Adhoc Editor, British Journal of Management, UK.

- Member, State Advisory Board of BGVS for its National Pilot Programme to implement Right to Education Act 2009 in 489 grampanchayats of Odisha.

Prof. Chandan Parhi

- Visiting Faculty at the Xavier Institute of Management Bhubaneswar (XIMB) to teach a course on insurance to the PGDM students of 2009-2011 batch.

2.12 Publications

Prof. Smita Mishra Panda

- “Improving Processes of Natural Resource Management at the Grassroots: The Case of Self-Employed Women's Association (SEWA)” - Book Chapter in ***Engendering Integrated Water Management in South Asia: Policy, Practice and Institutions***, Edited by M. Zwarteveen et.al, Sage Publications, forthcoming 2011

- “Tribal Women in a Global Terrain: New Activism for Political Recognition in Orissa (India)”, forthcoming in ***Gender, Technology and Development***, 2011, Sage. (co-authored with Ragnhild Lund)

- “Mobile Livelihoods and Gendered Citizenship: An Analytical Frame for the Study of Indigenous Communities in India, China and Laos” (Co-authored with three authors from the NRC project), in ***GeoForum***.

- **Re-visiting Gender in Development: Complex Inequalities in a Changing Asia, 2011-2013, funded by the Norwegian Research Council.**

Prof. Supriti Mishra

Book

Mishra, S.: 2010, Corporate Social Responsibility of Indian Companies, (Lambert Academic Publishing, Germany). The foreword for the book has been written by Prof. R. E. Freeman of Darden School of Business, Virginia University, USA.

Journal Articles

Mishra, S. and D. Suar, 2010, 'Do Stakeholder Management Strategy and Salience Influence Corporate Social Responsibility in Indian Companies?', Social Responsibility Journal, Vol. 6 (2), 306-327, Emerald Group, England.

Mishra, S. and D. Suar, 'Does Corporate Social Responsibility Influence Firm Performance of Indian Companies?', Journal of Business Ethics, Forthcoming.

Working Paper

With Prof. Ingo Walter, Stern School of Business, NYU, USA, on 'Hedge Fund Activism in Mergers and Acquisitions: A Corporate Governance Perspective'.

With Prof. D. Suar, IIT, Kharagpur, India, on 'Sustainable Development as a Management Approach in Indian companies'.

2.13 Human Resource

A. Faculty

Director

Haribandhu Panda

Ph. D. (AIT, Bangkok)

Dean (Academic)

K. C. Meher¹

Fellow, ICWA

Smita Mishra Panda

Ph. D. (AIT, Bangkok)

Chandan Kumar Parhi

PGDPM & IR (Utkal)

Supriti Mishra

Ph. D. (IIT, Kharagpur)

Chitta Ranjan Bhoi²

M. Phil. (Berhampur)

Sudhanshu Sekhar Kar

MBA (Utkal)

Pabitra Kumar Rath³

PGPRM (IRMA)

Mukti Kumar Nanda

CFA, MBA (Alagappa)

S. Bheema Rao

PGDM (IIMM, Pune)

Kalpana Mahapatra

PGPRM (XIMB)

Madhumita Das

M. Phil. (Ravenshaw)

Visiting Faculty

Ragnihld Lund

Ph. D. (NTNU)

Partha Sarathi Das

MBA (Utkal)

Dhanada Kanta Mishra

Ph. D. (Oklahoma)

B. Officers and Staff

Director's Office

Chandra Bhanu Mishra

Assistant Officer

Harekrushna Sethy

Office Attendant

Admission Office

Biplab Senapati

Assistant Admission Officer

Pragyan Paramita Mohanty

Assistant Admission Officer

PGP Office

Sangram Keshari Mohanty

Assistant Programme Officer

Rabin Kumar Barik

Facility Assistant

Banamali Nayak

Office Attendant

Library

Basant Kumar Panda

Librarian

Bhaskar Behera

Office Attendant

Estate and Transport

Hara Prasad Puan

Assistant Administrative Officer

Braj Kishore Sahoo

Driver

¹ Till 1st July, 2010
² Till 2nd July, 2010
³ Till 3rd September, 2010

Accounts

Prasanta Kumar Rout⁴
Kishore Mohan Rajguru

Assistant Accounts Officer
Store/Accounts Supervisor

IT Cell

Nrusinha Nath Das⁵

System Administrator

Research & Consultancy

Sumanta Banerjee

Research Associate

⁴ Till 30th November 2010

⁵ Till 10th January 2011

3. CENTRE FOR DEVELOPMENT ACTION AND RESEARCH (cDAR)

The Development Action and Research Wing focuses on policy research and programmatic intervention in the areas of Health, Education, Livelihood, Governance and Skill Development, through its Centre for Development Action and Research (cDAR). The strategy of cDAR includes field study, implementation of innovative pilot projects, monitoring the outcome of development projects and advocacy for realignment of policies and effective implementation. CDAR has signed MOUs with a few reputed NGOs and have developed a network with selected ones involved in human development issues so as to broad-base information gathering and enhance capabilities for field work. HDF has instituted a standing forum named 'Odisha Bikash', in order to involve a wide cross section of intelligentsia and social action groups for consultations on development issues that could be translated into action.

The human condition and its evolution has been a matter subject to great intellectual effort through out human history. In the broader context of India and in particular the impoverished and under-developed eastern India, one is constantly confronted with the question of minimum human development for the vast majority of its inhabitants. A region with Odisha at its center that has been blessed with immense natural resources in the form of minerals, fertile land, water resources, vast coastline has no valid excuse for its known material poverty.

The Human Development Foundation (HDF) has come into being with the strong desire to search for answers to this complex paradox and provide practically feasible solutions.

The Approach

- Development must be seen as a holistic process requiring convergence at every level
- Human development and improvement in quality of life are equally important, and not economic growth alone
- Competent human resource and changing attitudes at all levels are the keys to sustainable development

cDAR believes that today's development challenge lies in the judicious implementation of various policies and programmes. cDAR also believes that this challenge is not the responsibility of the Government alone. This is where cDAR seeks partners who are willing to assist the Government and the service providers best by adopting an appropriate and proactive strategy in order to make things happen for the larger benefit of the general public.

cDAR intends to establish knowledge management hubs at different levels and promote Community-Government-Private collaboration to adopt a realistic approach in planning and implementation to effectively address major and residual issues of the State and also equip to maximise on the available resources through:

- Developing quality human resource
- Promoting integrated programme management by the community
- Facilitating community-based monitoring
- Promoting evidenced-based advocacy through research and development

To achieve its goals, cDAR is structured in the form of five units:

- Health Resource Unit
- Education Resource Unit
- Livelihood Resource Unit
- Governance Support Unit
- Skill Development Unit

The various functions, programmes and activities of the units are as under:

3.1 Health Resource Unit

The Health Resource Unit is a facilitating platform for building quality human resource at appropriate levels and intellectual leadership contributing towards an environment that will support policies, plans and approaches to ensure health for all.

The Unit is run by a core team of professionals backed by a technical group with extensive experience in the field of health and allied activities in Odisha and outside. The piloting strategies and innovations are being supported by critical learning-by-doing practices.

Thrust Areas

- Extending support and cooperation to Government, Community, Institutions and NGOs in formulating and influencing health policies and programmes in achieving the goals of human development.
- Improving the quality of life of the people through health programmes with special emphasis on malaria and other communicable diseases, malnutrition, mortality (infant, neo-natal and maternal), sanitation and lifestyle related diseases
- Advocating knowledge and evidence-based programmes at all levels to promote human development

The networking, research, training and content development activities are being backed by a group of Technical Advisors and Working Group with the programme support team.

Core competencies and future endeavours

The Unit has the core competencies to undertake along with its partners interested to take up assignments in collaboration / partnership with Government, Institutes, Universities, Consulting Organisations, NGOs International Agencies to contribute towards the improvement in health conditions through:

- Training / Capacity Building
- Operation / Action Research
- Demonstration Projects / Model Projects
- Evidence-based Advocacy
- Publication and Documentation
- Establishing State level and District level Resource Centres

Partnership & Collaboration

The Unit intends to translate its ideas into action through partnerships at all levels with like-minded organisations and individuals.

Programmes and Activities

Community Based Distribution Programme (CBDP) – launched at State level by the Hon'ble Chief Minister, Odisha on World Aids Day on 1st December, 2010

The Community Based Distribution Programme (CBDP) aims to increase access to information and services for non-clinical contraceptives by promoting spacing methods and protecting couples through dual protection. The programme is a joint venture of the Department of Health & Family Welfare, Government of Odisha and UNFPA, Odisha and HDF is the implementing agency.

The programme would be launched initially as a pilot project in three districts of Ganjam, Nayagarh and Keonjhar and will be scaled up to cover the entire State in a phased manner.

Community Based Distribution Programme (CBDP) – launched at district level at Kukudakhundi in Ganjam district by Dr Marc Derveeuw, Country Representative, UNFPA India on 2nd December, 2010

The district level CBDP was launched by Dr Marc Derveeuw, Country Representative, UNFPA at Kukudakhundi PHC of Ganjam district. The programme will harness the ASHA and her spouses as community-based volunteers for increasing information and access to various family planning methods that will promote health of mother and children by addressing the unmet needs for spacing and protect couples and family from HIV through community-based approaches.

Community-based ASHA and her spouses will reach out to the couples with unmet needs for information and appropriate service and will strengthen logistics and supply system towards ensuring improved availability of contraceptives among the eligible couples. The programme will also generate demand for various contraceptives.

On this occasion, contraceptive bags carrying communication materials and contraceptives were distributed to ASHAs and other CBDP volunteers by the Zila Parishad Chairman of Ganjam district, Director (Family Welfare), CDMO, ADMO (Family Welfare), State Programme Coordinator, UNFPA, State Programme Officer, UNFPA and Medical Officer in-Charge of Kukudakhundi PHC. HDF, the implementing agency organised the programme which was also attended by the officials of the Health Resource Unit and cDAR of HDF.

Other programmes and activities of Health Resource Unit

During the year the Health Resource Unit of cDAR also undertook the following programmes and activities:

- Management of 5 PHCs (New) in 5 blocks of Ganjam district under PPP in collaboration with Karuna Trust, Karnataka and supported by NRHM, Odisha.
- Publication of the book “State of Health in Odisha 2010”
- Needs assessment for CBD Project in Odisha, with support from UNFPA
- Swasthya Samikshya (Community Monitoring) in 10 districts and 40 blocks of Odisha, with support from NRHM, Odisha.

3.2 Education Resource Unit

The Education Resource Unit contributes in various ways that enable the State and community to provide quality education to children, adopt a targeted approach in planning and implementation to effectively address residual issues and gender gaps, and also equip to maximize on the available resources. With the support from a strong technical group, the Unit provides the space and environment for facilitating discussions, piloting on experiences of strategies and interventions implemented by the Government agencies, corporates and NGO sector for promotion of quality education.

The Education Resource Unit is run by a core team of professionals and experts, with following wings:

- Log-on Wing:** The Log-on Wing works on connecting education experts, professionals, practitioners to organisations, ideas and professionals within/outside Odisha and bridge the gap between policy, programmes and practices. This wing also works closely with Government departments and civil society networks to influence policies, programmes and processes.

- Research Wing:** The Research wing works with the skills of gathering information and developing critical analysis and thought process. The wing is supported by professionals in creating data analysis and surveys, comprehensive reports, training manuals, pilot projects on issues and topics through theoretical and field-based research to bring in perspectives and knowledge to HDF's work as well as the work of state agencies to achieve the Millennium Development Goals.

- Technical Wing:** The Technical Wing works with varied skills and technology for the collaborative agencies to translate their visions into mediums. This wing conceptualises and brainstorms on the possibilities, potentials of different/alternative mediums and creates an approach for programmes / projects for the collaborative partners.

- Facilitative Wing:** The Facilitative Wing works extensively with an issue / pilot project with collaborative agencies and the Technical Wing to maximise the results.

3.3 Livelihood Resource Unit

The Livelihood Resource Unit believes that all livelihoods comprise people, their capabilities and their means of living. The Unit acknowledges the livelihood approaches, the connections and interactions of the micro-cosmos of the livelihood of individuals, households and/or communities with the larger socio-economic, cultural and political context. The Unit focuses on the livelihood of people of a region, giving occupational preferences and choices, which are being affected due to access and control over resources.

The Unit strategically focuses on the thrust areas of livelihood interventions in order to guide action and behaviour so that they become consistent with the vision (sustainable livelihood for all).

In keeping with the Vision, HDF would collaborate with the implementing partners, be it Government, Non-Government through piloting study and research, support to access the services on social security and entitlement and capacity building for sustainable livelihood

generation. Through this, HDF believes that whatever is the gap between the policies and programmes at the conceptual level and implementation level would be addressed to some extent, and in the process the beneficiaries would be the marginalised and needy communities. With this spirit, HDF envisages Tribal Agriculture in Odisha as a sub area of intervention in the whole livelihood scenario.

Odisha has a composite society consisting of various caste categories and a number of diverse tribal communities. Sixty three tribal communities have been scheduled in the State under Article 342 of the Constitution of India. These tribal communities mostly reside in the Scheduled Areas which account for 44.21 percent of the total land of the State. They also vary from one another in terms of their language, social structure, territorial affiliation, socio-cultural identity, livelihood sources, and degree of modernisation. Land happens to be the major means of livelihood of the tribal people. Significant use of the indigenous knowledge system by the tribals can be seen in their various agricultural practices. Considering the ecological limitations, tribals use the land in the best way. How this highland subsistence agriculture can be promoted with appropriate technologies and inputs can be an important area of work.

The tribal heartland of Odisha must be seen as the potential granary for the State. If the low-productivity agriculture in this region is to be systematically transformed into a vibrant, sustainable and intensive agriculture, it will produce sufficient food and fruits to contribute significantly towards food security of the State. Despite various developmental initiatives taken by the Government agencies to address the agricultural needs of the tribals, there exists ample problems and prospects which call for interventions at appropriate level.

3.4 Governance Support Unit

The governance unit supports the three other Units of cDAR, that is, Health, Education and Livelihood and is supported by a Technical Advisory Group. During the year, the Governance Support Unit was engaged in preparation of District Plan 2011-12 and other related documents for Nawarangpur district, sponsored by the Department of Planning & Coordination, Government of Odisha. The unit also facilitated a State level consultation on MDG-5 at MDG Summit in Odisha, with support from UNFPA.

3.5 Skill Development Unit

Skill Odisha initiative of HDF is a unique programme designed to create massive skilled manpower in the state of Odisha, that will promote a better livelihood opportunity and contribute towards development.

While organising this programme, special emphasis is being given to SC, ST, women and the downtrodden, especially in the rural sector of Odisha in an effort to remove social inequality and bring them into mainstream of the society.

In an underdeveloped state like Odisha, different skill development endeavours have provided considerable support to socio-economic development and to improve the quality of life of people, for the purpose of inclusive growth. In this direction "Skill Odisha Initiative" of HDF is working towards building quality personnel in the State within a stipulated time frame. The HDF's Gramin ITC, approved by DGE & T, Govt of India and affiliated to DTE & T, Govt of Odisha is a unique institution in the State, exclusively devoted to provide

vocational training in the area of agriculture and allied services to create employable opportunities, mostly in rural areas of the State. Similarly, HDF's Millennium ITC with a finishing school also provides vocational and professional training, both in hard and soft skills for holistic development of a person.

Skill Odisha Initiative

Skill Odisha initiative of HDF aims at building capacity in the area of development of competency standards, course curricula, learning materials and assessment standards in the State besides providing hard skills. The basic objective of the programme is to provide vocational training to school dropouts, unemployed youths, existing workers etc to improve their employability. Under the programme, existing skills of the person can also be tested, upgraded and certified that will be nationally and internationally recognised. This is a joint initiative by Government and Non-Government agencies bringing together other players and stakeholders.

HDF has been approved as an authorised Vocational Training Provider (VTP) by the Ministry of Labour and Employment, Government of India to implement the “Modular Employable Skills” (MES) programme, under the much larger National Skill Development Mission of the Government of India. HDF in partnership with other training institutions in the State has launched “Skill Odisha Initiative” in a massive scale. The “Skill Odisha Initiative” is in operation encompassing partners from all the 30 districts of Odisha which is being coordinated from HDF's Millennium ITC at Bhubaneswar. The target is to produce a large pool of skilled manpower within a specified time frame to meet the demands of the industry in the State in the next few years.

Quality

To ensure quality in training programmes, qualified trainers certified by MeriTrack and RDAT, Hyderabad are being engaged. The training centres partnering with HDF for the purpose are equipped with appropriate infrastructure, equipment etc to provide training in the best possible learning environment. During the training programme, the trainees undergo various tests, and after completion of the training programme are tested further by independent assessors. A robust MIS for on-line flow of information on a daily basis to closely monitor the training programmes being conducted in various training centres in the State has been put in place.

Placement Support

HDF has taken a proactive step for placement of the trainees in various sectors, including small and large scale industries in the State and outside, after successful completion of the training programme and passing the assessment test. For this purpose, HDF has started a new initiative called “HDF-HR solutions” to provide placement support in a comprehensive and professional manner.

Programmes and Activities

Consultative Workshop on “Skill Development in Odisha: Challenges and Opportunities”



HDF organised a one-day consultative workshop on the theme “Skill Development in Odisha: Challenges and Opportunities” on 21st January, 2011, which was presided by the Chairman, Skill Development Initiative, a common forum for ITCs, ITIs and various other training institutions. The keynote address was delivered by

the Chairman-cum-Managing Director of National Skill Development Corporation (NSDC), New Delhi who spoke about NSDC's plans for skill development for India in general and Odisha in particular. The Minister for Higher Education, Tourism and Culture, and the Minister for Labour and Employment, Government of Odisha spoke about the Government's plans for skill development initiatives and lauded HDF's efforts in that direction. The Director, State Employment Mission and the Director, DTE & T, Government of Odisha also spoke about the Government's provisions and proposals for development of ITCs. Other distinguished speakers who spoke on the occasion were Head, CII, Odisha Chapter, Chairman, CSREM, Ex-President of Odisha ITI Association, a few other industrialists from Odisha and the Chairman, HDF Trust.

During the year, the Skill Development Unit also undertook short term training programme on “Establishment of Agri-Clinics and Agri-Business Centres (ACABC)” sponsored by MANAGE, Hyderabad under the Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India

HDF GRAMIN ITC

Odisha is basically an agricultural State and capitalising more on agro-based economy. More than 75% of the people of the State live in villages depending on agriculture for livelihood based on land. Though a good number of Industrial Training Centres have been established in different parts of the State with industrial trades like Fitter, Turner, Welder, Electrician, Wireman etc,



institutions/Industrial Training Centers imparting non-industrial training in the areas like Agriculture, Horticulture, Sericulture, Pisciculture, Apiculture, Livestock Farming Technology, Floriculture and Landscaping, Vegetable production etc., are rarely found in a state like Odisha. The absence of such non-industrial and agro-allied based training institutes in the State has become counter-productive towards economic growth resulting in huge losses in agriculture and allied sectors every year and growing unemployment for the youth opting for these sectors for their livelihood.

HDF-Gramin ITC has, therefore, taken a pioneering step to train large number of youth to

meet the human resource requirements of all these sectors. To start with, HDF-Gramin ITC is focusing on agriculture, horticulture, floriculture, livestock management etc. This will provide the youth enormous opportunity for wage employment / self-employment which will eventually help them earn a dignified sustainable livelihood.

The Gramin-ITC provides customised training in the following trades:

- Agricultural Processing and Value-addition Technologies
- Floriculture and Landscaping
- Farm Machinery and Equipment Maintenance
- Horticulture and Vegetable Production
- Sericulture
- Pisciculture
- Livestock Management
- Integrated Farming Technology
- Plant Protection, Seed Production and Conservation Technologies
- Agri-Enterprise Development

Millenium ITC

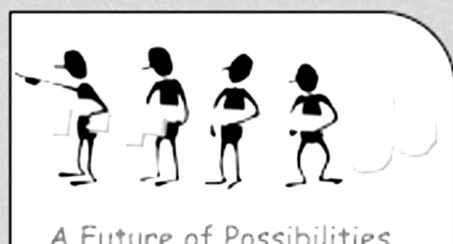
HDF has taken over the management of Millennium ITC located at Mancheswar Industrial Estate, Bhubaneswar from November, 2009. HDF has taken the initiative to provide quality education/training in the field of industrial training.

3.6 Human Resource

Mr. D. K. Roy ⁶	Executive Director
Dr. Dhanada Kanta Mishra	Development Expert
Mr. Sudarsan Das	Development Expert
Mr. Harekrushna Panigrahi	Finance Expert
Dr. Pranay K. Swain ⁷	Consulting Team Leader, Education Resource Unit
Dr. Manmath Kumar Mohanty	Head, Health Resource Unit
Mr. Basudev Panda	Sr. Programme Officer
Mr. Subrat Kumar Rout	Head, Governance Support Unit
Mr. Premananda Parida	Director, Millenium ITC
Mr. Anant Prasanna Behera	Manager, HR Solution
Mr. Arun Saha	Accounts Officer

⁶ Till 31st January 2011

⁷ Till 17th July 2010



Human Development Foundation (HDF)

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