

Report

Project :

Scaling-up of the “Targeting the Hardcore Poor” (THP) programme

Implementing organisation :

Bandhan Konnagar

partnering with

J-PAL

Supported by :

USAID – Development innovation Venture, Government of USA

Inaugural Function held at :

Kendrapara, Odisha

on

5th February 2015

Bandhan-Konnagar

DN-32, Sector V, Salt Lake City
Kolkata

05/02/2015

The inaugural event was organized on February 5, 2015 by Bandhan Konnagar, in collaboration with the Abdul Latif Jameel Poverty Action Lab (J-PAL) South Asia for launching the project “Targeting the Hardcore Poor” (THP) programme in Pattamundai block, Kendrapara District in Odisha. The programme is supported by Development Innovation Ventures (DIV) of United State Agency for International Development (USAID) and the programme will provide sustainable livelihood opportunities to 1800 poorest-of-the-poor women in the district over the next three years upto August 2017.

The programme was inaugurated by Mr. Baijayant ‘Jay’ Panda, Member of Parliament, Kendrapara in the presence of Mr. Chandrasekhar Ghosh, Founder & Mentor, Bandhan-Konnagar, Mr. Debashish Roy Choudhuri, CEO Bandhan-Konnagar and Mr. Jasmine Shah, Associate Director of Policy, J-PAL South Asia.

Targeting the Hardcore Poor (THP) program is a holistic model that has been piloted & perfected by Bandhan to bring transformational changes to the lives of the poorest of the poor in India by providing economic services that integrate self-reliance, enterprise support, welfare provisions, financial inclusion, and social capital. To address the poverty & exclusion, this model is proposed to be scaled up in different geographies with different stake holders with active support from USAID’s Development Innovation Ventures (DIV).

More than 200 beneficiary women attended the launch event. At the event, assets like cows, goats, materials for setting up grocery, ready-made garments and cosmetics items were provided to selected beneficiary women.



In his opening remark Mr. C.S. Ghosh said “THP programme aims to bring inspirational change in the lives of rural women who are extremely poor by helping them build sustainable sources of income”,



Mr. Chandra Shekhar Ghosh, Founder of Bandhan delivering Welcome address

Mr. Jay Panda is closely associated with bringing this project to Odisha and said, “THP programme, which has been tested rigorously by world-class economists from J-PAL and found to be effective, targets extremely poor women in rural areas who have no asset base and mainly depend on begging and wage labor as their primary source of income. Very few programmes are designed for this segment of the poor, so today I am very happy to launch a such a programme for them.”



Mr. Baijayant 'Jay' Panda, Member of Parliament, Kendrapara, Odisha delivering his speech

Many local Government officials and committee members were present in this event, who assured all support and community involvement from their side to make this unique program a grand success.



“This is the first time that we will be implementing THP Programme in Odisha and are looking for support from state and local government, and non-government organisations” said Mr. Choudhuri, CEO of Bandhan Konnagar in the concluding remark.

Apart from Odisha, Bandhan-Konnagar is currently implementing the THP programme in 4 other states viz. Bihar, Assam, Madhya Pradesh and West Bengal. Over the coming years, Badhan-Konnagar will continue to work for scaling-up the THP programme in Odisha and throughout India with the support of Government and non-government organisations to help poor rural women graduate out of extreme poverty.