

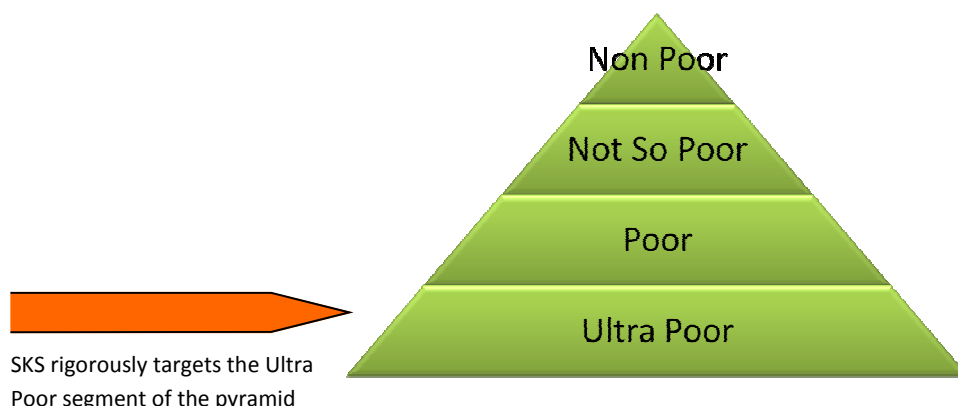


Targeting the Ultra Poor

The first step towards our mission for the Ultra Poor is cost effective targeting. The Ultra Poor require the most attention for poverty programs but are not receiving efficient services because there is too much generalization of poverty.

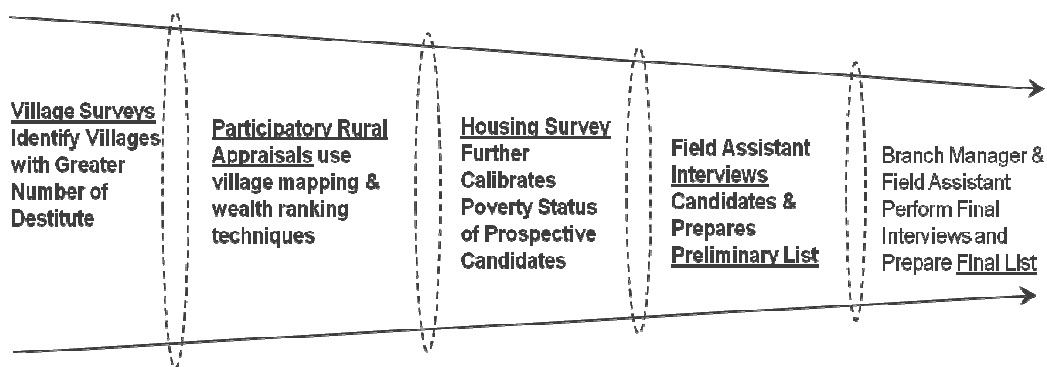
Targeting should also be a cost effective and replicable protocol to allow scalability and standardized objectivity and uniformity of the program across the Nation.

The village demographics are stratified into



The core value of the Ultra Poor Program is that no eligible ultra poor household should be left out of the targeting process.

Our Discriminatory Net Approach in targeting the Ultra Poor has cascading processes using internationally accepted “Participatory Identification of the Poorest” method.



Targeting is extremely rigorous...

Selection of only 5 – 10 Ultra Members in each village

QUESTIONNAIRE HELPS IDENTIFY POOREST 1% TO 5% OF VILLAGE

Information captured	Details of Information Captured	
General Information	<ul style="list-style-type: none"> • Village and Mandal Name • Marital Status of Woman • Caste 	<ul style="list-style-type: none"> • Number of household members • Age of each household member
Income & Education	<ul style="list-style-type: none"> • Educational level of each member • Cost of education • Number of school-going children 	<ul style="list-style-type: none"> • Occupation of each member • Earning power of each member
Migration	<ul style="list-style-type: none"> • Number of migrated family members (if any) • Reason for migration 	
Indebtedness	Source and amount of debt (if any) from: <ul style="list-style-type: none"> • Moneylenders • SHGs • MFIs 	
Social Welfare	Benefits (if any) from: <ul style="list-style-type: none"> • Land distribution program • Public distribution system (PDS) • Elderly-age pension scheme 	<ul style="list-style-type: none"> • Housing Schemes • Self-Help Groups (SHGs) • NREGP / FFW
Health Expenditure	Who bears health expenditure? <ul style="list-style-type: none"> • Self • Loan from local source • landlord • Government hospital 	

ULTRA POOR MEMBERS MUST MEET AT LEAST 4 OF THE FOLLOWING CHARACTERISTICS...

Member Characteristic	Reason
Ownership of less than 1 Acre of Arable land	Correlation between landlessness & poverty
No productive assets	Lack of assets = no opportunity for income generation other than daily labor or begging
Children do not attend school	Children need to contribute to household income
Adult women is daily laborer or beggar	Neither productive assets nor skills
No adult working males in Household	Female-headed households are more likely to be ultra poor
Non – MFI participation	Program targets those who do not have access/cannot participate in NGO economic development programs