



ICRC/RCSC

Livelihood Program Concept Paper

The Objectives

Today more than 70 million Chinese still live with less than 7 RMB/day/person. The livelihood programme developed by ICRC and RCSC aims at enabling poor households to get out of poverty. It addresses the actual needs of each family, respects their dignity and increases RCSC presence at grassroots level.

The Approach

This poverty alleviation programme's methodology was designed by ICRC in some of the toughest places in the world. We wanted not only significant impact at beneficiary level but also quick ones. In our fields of operations we don't have the luxury of time! We soon realized that the methodology works everywhere from the poorest to the richest country. And this for a simple reason: Poor have the same characteristics anywhere.

The beneficiary at the center of the approach. It is individual based and each beneficiary can apply for a different assistance. Each beneficiary is asked to design his/her own livelihood project and presents it to RCSC teams. He/She can apply for a productive grant, for

a Vocational Training or for both. It is important to stress that it is not a charity programme as it is based on the motivation and skills of each beneficiaries. Non motivated persons cannot be eligible.

Each beneficiary receives a one-time assistance that he/she does not have to reimburse. This particularity enables the RC teams to target even the most vulnerable persons and to really make a significant difference in their life.



Taking advantage of a new construction site to open a restaurant for the workers.

The implementation

- Site Selection: This first step is very important. Under the supervision of Provincial RC, priority villages are selected that should comply with the following criteria: present a proportion of poor households and be under the jurisdiction of a motivated and available RC branch;
- Programme Training: RC staff and RC volunteers are trained on the programme methodology, assessment, data analysis, application forms, etc...
- Data analysis/Project Design/Definition of household selection criteria;
- Each potential beneficiary receives an application form in order to design his/her own livelihood proposal. Local volunteers can help;
- Applications are collected and an interview is conducted with the potential beneficiary in order to verify the quality of his/her proposal and his/her real motivation;
- A selection committee composed of RCSC and ICRC staff validates the applications;
- Productive grants are distributed to the beneficiaries (in-kind; cash; Vocational Training);
- A follow-up system is put in place in order to coach the beneficiaries in their new livelihood activity;
- A final review is carried out in order to establish the real impacts of the programme at household level.



Harvesting the tomatoes from the new greenhouse.



Each beneficiary applies for a livelihood project.

Indicative Timeframe

From Site Selection to final evaluation one to one and half years is needed including 6 field trips.

Our first results

The first pilot programme is still under evaluation but we can already mention that most of the beneficiaries significantly increased their income. Most of them used to earn less than 5'000 RMB/household/year and we already have feedback of households earning 2'000 to 3'000 RMB per month! Some beneficiaries chose to receive a vocational training in order to earn more money in their business or to be able to be recruited by a company. Others chose to receive a cash grant (6'000 RMB on average) in order to increase their business or to start a new one. To give just a few examples, some persons started production of leeks, tomatoes, grapes, tea, others opened a small cloth shop or a small restaurant while others invested in livestock activities like pig, poultry, goat or cattle breeding. Some persons invested in a walking tractor, others in a greenhouse.