



# **Village Adoption & Development Programme**

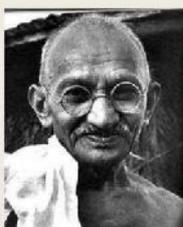
## **GUIDELINES**



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*"India lives in its villages"*

*- Mahatma Gandhi.*

## NIRDs Vision of a Model Village.....

*"To create lasting change in the lives of people of the village(s) with special focus on disadvantaged groups by **Sustainable and inclusive growth, with adequate opportunity for every person to lead a useful and productive life to his or her full potential**".*

*"Village Adoption means to work along with the community at the grass root level, while enabling / empowering them for pursuing the goal of development of the village in line with the Sustainable Development Goals and learning as to what works and what doesn't and evolve a model of village development for replication and trainings".*

**Dr W.R. Reddy**  
**Director General, NIRD&PR**

## 1. INTRODUCTION

The faculty members of NIRD&PR are involved in research, action research, consultancy and training programmes. This broad stream of activities, especially research, enables the faculty members to come out strong on theoretical aspects. However, it is essential for the faculty members to acquire a thorough understanding on the process of implementing various government schemes/programmes, and strengthening the process of Participation and innovation. Such involvement enable the faculty members to develop and also to keep abreast with contemporary rural development issues. The Village Adoption study provides an opportunity to understand the factors that are responsible for under-development in a village, despite plethora of programmes / schemes in vogue. They also get familiar with the interventions, participatory interaction, understanding the prevailing situation, mobilization of community, initiate participatory processes, establishing linkages among line departments etc. which are likely to strengthen the process of development and ensure poverty reduction and strengthen natural resources management. The process of Village Adoption is thus an experimentation and involvement of faculty members to drive the process of development in a selected village. Given the emphasis on involvement of faculty members at grass-root level by adopting specific village, preferably from back-ward area, as well as keeping the experience of first phase of Village Adoption studies, it is felt necessary to draw a frame-work while undertaking this category of studies. Consequently, the broad guidelines are evolved.

The village adoption study envisages integrated and holistic development of village or cluster of villages selected on a micro/macro watershed basis, on an Action Research mode. The village adoption provides an opportunity to academicians, policy makers and civil society, to get sensitised and understand the problems and social dynamics that exist at the grass root level and assimilate the facilitating/catalysing factors responsible for building sustainable and cohesive communities through **inspiring, igniting, educating and enabling them to develop by utilising multiple opportunities** with special focus on disadvantaged sector. The village adoption will also empower the faculty for better training, research and thus rural development.

## 2. OBJECTIVES

Village Adoption Scheme is to equip and familiarise the faculty, with the socio-economic dimensions of the rural communities, status of sustainable use of natural resources, changing perceptions & aspirations, priorities and innovative effort of the rural communities for sustainable development and; enable/inspire the community for self-help to roll out strategies, methodologies, processes to develop sustainably and create cohesive communities where every individual gets equal opportunity to realise his/her potential. Through this process the faculty learn, document the ups and downs of the process which can help them in revising strategies for better training and come up with new models of rural development for replication elsewhere by all stakeholders.

### Village adoption involves:

- ✓ *To inspire the rural communities to dream, plan, mobilise forces and resources for sustainable development of each member who can realise his/her full potential and create such ecosystem for positive behavioural transformation*
- ✓ *To seek positive transformation and to engender progressive changes in the communities through alternative development models that are participatory, sustainable and inclusive*
- ✓ *To render service to the larger community by creating and sustaining a culture of cooperative living for inclusive and sustainable development.*
- ✓ *To empower marginalised and vulnerable groups in the village particularly the elderly, the women, the youth and the children of the community.*
- ✓ To establish **convergence** models of resources, manpower to achieve comprehensive development in tune with people's aspirations and potential.
- ✓ To Build **partnerships and networking/tie ups** with various agencies (**NSS units, NGOs, industries, Public and Private sector, NRI**) and industries working in and around the village/district for development of the selected village.
- ✓ *To document new models of development of rural communities/villages/cluster of villages and use in trainings & research*
- ✓ *Identify new researchable areas for solving problems*

*At the end of the Village Adoption project, the team shall ensure:*

- ✓ *Availability and accessibility of basic amenities and services and achieving Sustainable Development Goals.*
- ✓ *To generate awareness on gender issues and social issues like literacy, health & hygiene, sanitation, safe drinking water, livelihood options etc.*
- ✓ *Creation of sustainable livelihood opportunities*
- ✓ *Access to rights and entitlements*
- ✓ *Make the adopted village a “knowledge hub” that can attract resources for the development of other villages in its vicinity.*

### **3. STUDY TEAM**

The Study team should comprise of...

- Two faculty Members, one the SLO and another representing another Centre.
- One faculty member from the SIRD of the particular state may be roped in to strengthen the research insight

### **4. METHODOLOGY & WORK PLAN**

#### **4.1. Selection of Villages:**

- The criteria for selecting the village is its backwardness in terms of accessing government sponsored development/welfare programmes etc. Hence, while selecting the villages the faculty members concerned may access the statistical profile of the Block and then narrow down to the village; Wherever the State has predominant hilly terrain the selected villages should be in hilly areas.
- The statistical profile may be based on demographic profile, agriculture production, land-use pattern, incidence of basic amenities, incidence of weaker sections, agriculture and allied sector, performance in implementation of welfare/development programmes etc.
- One of the village among the lowest rung based on statistical profile may be selected for the study keeping in view the logistical advantages of access, travel time from headquarters etc.

- While selecting the village focus **may also be made in those Lok Sabha Constituencies** of Parliament Standing Committee and Advisory Committee on Rural Development. The Hon'ble Members of Parliament may also be taken into consideration while selecting the village.
- While selecting the villages focus may also be on different regions viz. hilly, desert etc.

#### 4.2. Preparatory steps before the first visit

The team should compile secondary information of the village, people, customs, natural resources, GIS maps with various layers status of SDG parameters as minute as possible (annexure I) , Voluntary persons/organisations involved in the area, GPDP Plan of the Panchyat/villages (access from "Planplus"), panchayats functionaries, district administration set up along with contact details, Member of Legislature, Members of Parliament etc, broad contours of schemes under implementation in the State that can be converged etc. This information may be made as a folder for ready reference.

#### 4.3. Activities

##### a. **Mapping: Develop a Base Map and update the GPDP already available, if not develop through PRA for the Village. This exercise will help in:**

- Establishing **rapport** with GP members and make contacts with other key people in the Village
- To get information about general **layout of the community** (location of specific groups/other infrastructure facilities/presence or absence of water sources /other useful general data concerning social groups)
- To identify and **prioritise domain areas** and plan development activities accordingly.
- To initiate development **activities that are culturally relevant** to the population
- identifying key development activities in terms of **infrastructure and physical space**

- locating potential partners for **networking and collaborating** with NIRD to facilitate development activities in the village (NSS groups, Youth Clubs/associations, NGOs etc,)
- to **identify volunteers** who would work and coordinate with NIRD faculty in implementing village development activities.
- Understand different population groups (Women/Men/Youth/Old other key leaders in the village )
- This will help in getting view points and interests of different population groups
- Arrive at Village specific baseline parameters of SDGs

**The methodological intricacies need to be worked out based on the socio cultural and demographic context of the identified village or cluster of villages.** Based on the preliminary understanding and priorities **appropriate intervention activities** for village development may **be planned.**

#### **b. Evolving Blueprint of a Village Development Plan**

Basing on the information compiled as preparatory steps, based on the GPDP already developed by the Panchyats or generating the plan through PRA exercise lay down, in a participatory manner, a comprehensive “Village Development Plan” will be prepared with specific direction on each of the SDG parameter, perspective plan and activities year wise and definite end result proposed to be achieved. The year wise milestones should be specific but not vague. The plan will cover sanitation, water resources, natural resource management, skill upgradation, community mobilisation, women group formation, health, education, institutional building, enabling panchayats with ICT tools, agriculture development for smart agriculture, waste to wealth etc. The VDP/GPDP should adopt a series of novel and innovative projects i.e. **sustainable, participatory and inclusive**, to buy in all the stakeholders. In tune with the Action Plan, the team may facilitate the implementation of VDP by capacity building, knowledge dissemination, skilling, bank linkages and convergence of schemes etc. The Village Development Plan must have detailed Plan of Action/Intervention

- Based on the participatory need assessment and gap analysis, the study team, has to chalk out the **plan of action/intervention** in consultation with villagers. The plan of action/intervention has to be based on accessing existing government sponsored programmes/schemes village research by prioritising the activities.
- The interventions should be classified as immediate/medium/long-term action/interventions.
- The plan of action/intervention should also consist of Gantt chart by depicting the time-frame for each of the activity proposed.
- While drawing up the plan of action/intervention the faculty members may also focus on intensive use of **remote sensing operations** to arrive at appropriate decisions.
- The faculty members are also advised, keeping view the specific academic interests, to include exclusive interventions on which the faculty member has interest or expertise. For instance, the faculty members from CGARD may focus more on remote sensing applications etc.

### **c. Important Interventions**

The important interventions may be detailed as given below:

#### **i. Individual Development**

1. Including hygienic behaviour & Practices (toilets, bathrooms and designated spaces for washing and drying clothes)
2. Fostering daily habits including physical exercises and games
3. Reducing Substance Abuse (alcoholism, smoking etc.)
4. Gender sensitization
5. Introduce the women to new technology and financial services including micro finance

#### **ii. Human Development**

1. Universal & equal access to basic health facilities (presence of a health card, location of health providers (public and private)
2. Immunization
3. Population groups by age & sex

4. 100 % Institutional deliveries
5. Antenatal, Postnatal, and Delivery care
6. Food habits & Nutrition aspects (with a focus on children, adolescent girls, pregnant women and lactating mothers)
7. Universal and equal access to education facilities
8. Innovative smart schools, Libraries can be developed as resource centres with good children's books
9. Adult literacy

**iii. Community Development**

1. Community resource Mapping
2. Awareness generation
3. Environment
4. Social mobilisation
5. Skill development in agricultural practices
6. IEC about reproductive and health care services and vaccines
7. Early childhood care and education(ECCE)
8. Vocational and technical training for youth
9. Encourage participation of community in water and sanitation management

**iv. Economic Development**

1. Promoting diversified agricultural and allied livelihoods
2. Enhancing the knowledge and skills on different livelihood avenues among men and women
3. Sensitizing the key community leaders on sustainable rural livelihoods
4. Upgrading knowledge on technology infrastructure and equipment's
5. Orienting them on Value-chain based business partnerships and market linkages

**v. Area Development**

1. Watershed development along with water literacy
2. Road connectivity

3. Housing & habitat development by promoting cost effective appropriate technologies.

**vi. IT enablement**

Based on the VDP, the areas that are amenable for IT enablement should be identified and help in such enablement by training and hand holding. For example, e-panchayat, digital transaction can be ensured.

**d. Capacity Building**

Any transformation in a village will necessitate capacity building and behaviour change of the people to realise self-help, community work, inclusive growth and activities and the belief that they can do. This would involve exposure visits, interaction or discourses with prominent people from the nearby areas, taking the successful *Sarpanches*, Local leaders who have done well in their respective areas, organising motivational sessions, life skill development programs etc.

Behavioural changes should be initiated as part of the capacity building initiatives for implementing the development initiatives. NIRD&PR faculty may start with organising health camps or cleanliness drive or circulating books for the children or planting trees or even organising grievance redressal camps in coordination with the District Collector so as to build trust and confidence among the villagers about the positive interventions that would be taken up by NIRD&PR in the three years down the line. The ongoing training initiatives at NIRD&PR and SIRD/ETCs should be leveraged for catering to the requirement of adopted village.

**e. Rejuvenation of Natural resources System (Watershed-Geo Hydrological Projects) through convergence with MGNREGS, PMKSY and other related schemes**

The activities may cover steps to restore ecological balance through soil conservation, forest cover, enhance water table through ground water recharge and ensure safe and quality drinking water. This will enable overall improvement in productivity of Soil and quality of water availability of Fuel fodder/Pasture

## **5. DOCUMENTATION & REPORTING (descriptive and video)**

The studies of this nature has the strong emphasis on **documentation** in order to make the study more learning experience. Hence, documentation from the stage of base-line survey to achievement of deliverable, the study team has to evolve documentation report. The documentation should consist of narration on approach and process adopted, experiences, difficulties while implementing the action/intervention, change in strategy (if any), results experienced, evolving theoretical framework etc.

The study should also ensure collection/documentation **of field based photographs on NIRDPR website** on regular basis.

While attempting documentation the relationship between practical action and the theoretical background thereof has to be maintained. Even the failure cases of interventions is required to be documented. Bi-monthly reports should also be submitted to the Nodal Center.

## **6. FINANCIAL ASPECTS**

The Village Adoption is basically meant for strengthening development process in the village by bringing attitudinal and behavioural change, facilitating process of development by enabling the local villagers access government sponsored welfare/development programmes; Thus, the development interventions in the villages concerned is based on utilising existing opportunities. The study team as such provides an opportunity to the villagers to sensitize themselves and reflect activism in realising their needs.

Consequently, no separate budget is required for the village adoption study. However, in the case of certain critical requirements, the head of the team will be enabled to spend approved amounts by the DG from time to time. The travel support will however be provided by NIRDPR as per the eligible norms..

## **7. Any Other Issue**

Any other issue/s that emerge from Village Adoption studies will be dealt exclusively by CRCTN (Research) who will be the Nodal Centre, in consultation with Director General.

## 8. IMPACT EVALUATION OF THE INTERVENTIONS

Out of a Project duration of 3 years, mid-course evaluation will be carried out to reorient the strategies/approaches.

## 9. TIMELINES (Maximum 3 years – 2016-17 to 2018-19)

Timelines may be prepared by categorising the different activities including the “**soft**” interventions that primarily include activities at the personal and social levels. The faculty by and large may develop the activity specific timelines according to the field situation at the time of village development Plan prepared.

### **Village Development: Thrust areas**

Mahatma Gandhi, was probably the first among our leaders to promote rural development in India. On March 30, 1946 at the Prayer meeting at *Urulikanchan* before leaving for Delhi for final negotiation with the British, Gandhiji reiterated that we cannot retain power in Delhi without developing rural India. His concept of rural development meant self-reliance with least dependence on outsiders. Multidimensional development of a particular village is not possible within a day or two. It needs people's participation and also attitudinal changes among the villagers. There are lot of villages which has been opted for Model Village programme under SAGY by the honourable MPs of Govt of India. It usually took a year for bringing an attitudinal changes among the villagers to co-operate with government institution in making their own village equipped with all necessary facilities.

### **Baseline survey and need-base assessment**

Overall development of a village depends on many factors such as HDI indicators, Socio Cultural status, Infrastructure, Socio Economic and also socio political situations prevailing in that particular village. Livelihood, Literacy, Health and Moral values are 4 main dimensions identified by Mahatma Gandhi in regards to developing the rural India. Indeed a micro level planning is necessary for the holistic development of rural area. Prior to that one have to conduct a **Baseline survey**. This survey should focus not only the availability of different resources in the village but also the need of the villagers. Therefore base line survey also sometime referred as **Need-base assessment survey**. After completing the Baseline Survey, one should conduct **Need base assessment** with the data and information collected. Need base assessment

help to understand the present scarcity/requirement of the village. It also tries to find the different positive and negative aspects prevailing in the village. It also help in understanding the behavariial dimensions of the communities living in that area. Following are few thrust areas one should give focus during planning a developmental plan for a village,

### 1. **Development of HDI indicators**

According to Human development report 1992 of UNDP, Human Development defined as the process of enlarging the range of people's choices increasing their opportunities for education, health care, income and employment, and covering the full range of human choices from a sound physical environment to economic and political freedoms

i. **Health**: Health or well-being is one of the main indicator which one need to give most priority. Among all, status of health of women and children are need to focus in depth. Most of development depends on the wellbeing of women of the family.

ii. **Education and knowledge**: Every past research found that development of educational status of a community is mostly followed by development of the masses. Education also helps the villagers in participating in the developmental process. Again recent research and findings suggest that

iii. **Per capita income**: it is one of the most important indicator which needs special attention during rural development program. Unlike urban areas, rural India have very few source of income among which agriculture is the primary source which in turn depend mostly on the weather. Therefore, development of village will come with a introduction of sustainable employment for all villagers. Sustainable income generation will get a success only when woman participation as well as the wages is equal in the work. That should be focused during planning for rural development.

### 2. **Development of existing infrastructure**

i. **Means of transportation**: Rural development also depends on the development of transportation scenario. A good mode of connectivity to nearest town or city ensure a better development of that village. During SAGY phase 1, maximum number of

honourable MPs have primarily focus on the development of existing means of transportation or construct new roads.

ii. **Means of communication:** Postal department has covered almost all the villages of this country. But for creating better communication one need to give focus on Digital communication. Awareness on digital communication should be first priority. Mobile connectivity, Internet connectivity are need to introduce as much as possible.

iii. **Power:** Electricity to every villages is become one of main goal of our honourable Prime Ministry. This is indeed necessary for the wellbeing of a village that it should have continuous electricity

iv. **Entrepreneurship development:** During SAGY phase government has promoted and encourage the rural youth and woman to open small scale industry like handloom industry, handicraft industry and poultry firms. This helps the villagers to connect with alternate source of income. This need to spread in other villages with other products or services.

### 3. Development of Economic situation

i. **Generation of Source of income:** Till the end of 20th Century, more than 95% of rural India was depend on agriculture only. Source of income was limited to agriculture and farming. It is due to globalization and positive step taken by Gol, lead to introduction of few other source income. But development of Economic situation of a village is entirely depend on independent income source for both male and female members of the village.

ii **Saving:** There should be fix plan for creating awareness on savings. One should show the benefit of savings to the villagers. Savings is not for present but to ensure a good future. We believe more awareness should create among woman section of the village about the benefit of the savings.

iii. **Skill development program:** There are lot of skill developmental programs have been launched by Gol. But prime threat to this programs is weak participation. For a sustainable development of rural India one need to give more emphasis on developing skills of the youth of the villages.

#### 4. Development of Social Infrastructure

Development of physical as well as social infrastructure plays an important role in the overall advance of the rural economy, role by directly contributing to employment generation and asset creation. More and more social infrastructure ensure a healthy development of the village. One need to facilitate the communication between government authority and villagers in setting up more and more social infrastructure which enable the villagers to become independent during any rush hours, such natural calamities, political disturbances etc. Therefore one should give more focus on developing following social infrastructure,

i. **Schools**, ii. **Hospitals**, iii. **Community halls**, iv. **Playground**.

#### 5. Development of Social security

As we know India has always had a Joint Family system that took care of the social security needs of all the members provided it had access/ownership of material assets like land. In keeping with its cultural traditions, family members and relatives have always discharged a sense of shared responsibility towards one another. To the extent that the family has resources to draw upon, this is often the best relief for the special needs and care required by the aged and those in poor health. However with increasing migration (mostly from rural areas), urbanization and demographic changes there has been a decrease in large family units. This is where the formal system of social security gains importance. However due to lack of education and awareness most of the time Social security of villagers mainly woman is get hurt. And this needs to be ensure under development program that every individual should enjoy maximum social security. Following are the few areas where one need to give more focus for ensuring social security

i. **Equal participation**: Every program whether it held within a family or in a community should have equal participation of female section. They should be encouraged to not only participate in the discussion but also put their views and raised questions on other views.

ii. **Gender equality**: One should development a plan such that development took place equally, in terms of gender, in the village. This can only happen when more and more woman participate and play pivot role in every discussion. In today's era

iii. **Dignity and recognition:** Each individual including children should get equal recognition in their achievement. It is mandatory to monitor that dignity of any individual should not get hurt by any means. Otherwise micro level development will might get hampered. A developmental plan should give equal respect to all individuals, community and religions.

## 6. Woman Empowerment.

**Rural women** are key agents for development. They play a catalytic role towards achievement of transformational economic, environmental and social changes required for sustainable development. But limited access to credit, health care and education are among the many challenges they face. These are further aggravated by the global food and economic crises and climate change. Empowering them is essential, not only for the well-being of individuals, families and rural communities, but also for overall economic productivity, given women's large presence in the agricultural workforce worldwide. Many of the world's most poor are women. **Poverty eradication** is a key challenge for rural women. For this one need focus on following topics to ensure the development of rural India

i. **Woman and child education:** Education of a women will ensure both micro and macro development of the village. It should be mandatory that every women and child should receive proper education.

ii. **Participation in decision making:** An active participation of women of a village will help the policy makers to developed micro planning for the village. In many cases we have seen male part of the villages remain calm when there is questions like "why female carry water from distance?", "How female of your village faced situation like flood, draught or other natural calamities? What use to be their responses?" A proper response for these question will lead to a best plan for those village.

## 7. Behavioural Dimensions:

Last but not the least, one need to focus on behavioural or attitudinal changes in villagers. Positive attitude of every individual towards any development have to be encourage. Then only one can implement the policies and schemes for the betterment of the rural villagers. Changing mind set should be one of the focus area during

implementation of developmental plans. Therefore every plan should be long term and comprehensive, so that all villagers can find their own role in the planning.

While working on the above mention thrust areas one need to also monitor the level of responds by the villagers and accordingly modified the methodology. It is mandatory to say that equal participation from all age group and sex are primary requirement for the development of villages.

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