



Registered Office: Bombay House, 24 Homi Mody Street, Fort, Mumbai 400 001  
Tel: +91 22 6665 8282 Fax: +91 22 6665 8144 Website: [www.tcsrd.org](http://www.tcsrd.org)  
e-mail: [tcsrd.mithapur@tatachemicals.com](mailto:tcsrd.mithapur@tatachemicals.com)

[www.elixirdesigns.co.in](http://www.elixirdesigns.co.in)

Annual Report 2007-08



# CONTENTS

Introduction	1
Vision, Mission, Values	2
President's Message	3
Framework of Activities	4
Guiding Principles	5
Reflections at TCSR	6
Mithapur Region	8
Natural Resource Management	9
Environment	17
Income Generation Programme	22
Health, Environment & Infrastructure	29
Education	31
Babrala Region	33
Natural Resource Management	34
Health Care And Vaccination	36
Income Generation Programme	39
Health, Education And Infrastructure Programme	43
Education	45
Infrastructure Development Programme	47
Haldia Region	49
Natural Resource Management & Income Generation Programme	50
Health and Education	52
Education	53
Volunteer Programme	55
Volunteers Speak	55
Best Volunteers of the year	55

## Introduction



### Sustainable Community Development

Sustainable Development means ensuring benefits of a better quality of life now, and for generations to come. It's about finding a balance between current needs of the community without jeopardizing the development needs of future generations. This concept is a part and parcel of Tata Chemicals Society for Rural Development (TCSR) and therefore the key element that TCSR brings to the community is knowledge - Knowledge of new methods of agriculture, knowledge on better management of land and water resources, social and human capital management and other tools of empowerment.

Tata Chemicals in 1980 established Tata Chemicals Society for Rural Development as a result of its need to engage, understand and address the needs of its neighbouring community. When the Fertilizer plant at Babrala was commissioned, TCSR took its activities there and on acquiring the Haldia operations, TCSR also started its operations there.

This has been a long journey for TCSR since its formation. It started its work by following traditional philanthropy and welfare approach. Following the continuous improvement path of reflecting on its approaches, the impact of its programs and relating that with the needs of the community it serves, TCSR evolved for itself its current Vision and Mission statements where the concept of sustainability has a central role.

In its bid to be current with its business, Tata Chemicals has also been rapidly globalizing. It has in the recent past got the Brunner Mond group in its fold with operations in Europe and Kenya. The community leaders from Kenya visited the programs of TCSR at Mithapur and took back the concepts of community participation and participatory development. TCSR in turn has helped the community there, by training them in these processes especially in management of water resources.

Participatory development is the mantra for TCSR along with working in partnership with all development agencies, be it the Government, other NGO's or members of the community.

Learning from others, sharing and growing both in terms of reach and impact are the direction that TCSR continues to chart in its journey. This is the twenty eighth year of its being and this year significant new initiatives were taken up by TCSR. Each of these, whether Uday Rural BPO or the Karjobi promotion are all further steps towards integrated sustainable development of the regions we operate in.



## Vision

“To be a center of excellence that shapes sustainable development practices and inculcates social sensitivity to enable and empower communities.”

## Mission

To promote sustainable development by:

- Becoming a role model for ideation and implementation of sustainability practices through knowledge, application, extension, research and partnerships building capacity of stakeholders
- Innovating partnership development models
- Promoting and institutionalizing volunteerism

## Values

- Sustainability: Respecting the needs of all current and future stakeholders. Building capacity of the communities to handle current and future needs effectively.
- Care: Respect for human dignity
- Excellence: Constantly raising the standards and striving for / competing with standards set by self and others.
- Learning: continuously learning from self and others
- Sharing: Involving all and working together with mutual respect  
Innovation: willing to try out new approaches, encourage experimentation and challenge the status quo.



## President's Message

“The Company that Cares” the byline of Tata Chemicals, so aptly sums up the effort of Tata Chemicals Society for Rural Development since its inception twenty eight years ago. Caring for the communities in its neighbourhood, caring for people during times of stress and difficulty and caring for the environment are all very much a part of TCSR D’s ethos.

Through the years TCSR D has taken up many significant programs: water management in the drought prone areas of Mithapur, the Intensive Family Welfare program on Reproductive health at Babrala, agriculture and animal husbandry interventions and land reclamation are just a few of the impactful programs.

In the recent years a key theme of TCSR D’s efforts has been poverty alleviation and livelihood generation, with programs in these areas extending across all locations. It is our strong belief that ensuring sustainable livelihoods, especially for the youth of our country, along with the promotion of value systems that the Tata group holds dear, will build social capital and produce caring citizens in the years to come.

“Uday”- our Rural BPO needs a special mention here. TCSR D along with SerWizSol (Tata Business Services and Solutions) established Uday at Mithapur, in a record time of 100 days. In an area where new job opportunities were close to zero, Uday has brought sunshine into the lives of 100 youths. The confidence and smiles of each one of them tells the complete story. Looking at the success of our first Uday we are now in the process of establishing another center at Babrala.

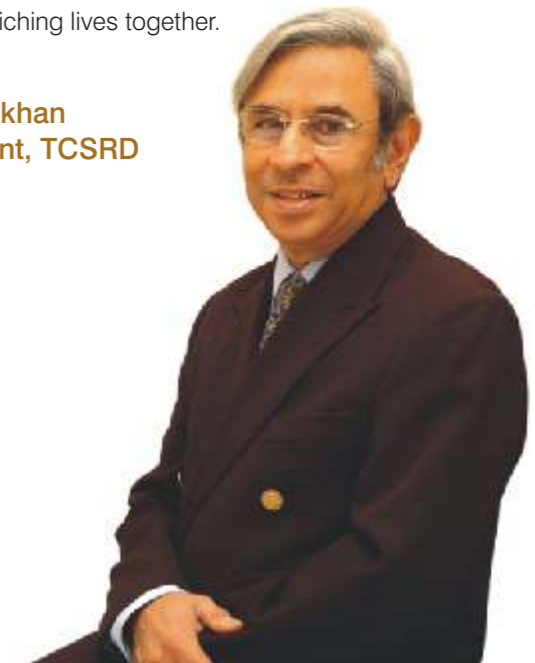
“Okhai” our brand for promoting handicrafts made by the rural women of Mithapur district unveiled its website and is in the process of establishing its first store at Ahmedabad. More than 450 women are a part of this program. Women from Babrala who are experts at “Karjobi” will also be looking at Okhai for their marketing needs.

Volunteerism has been a mantra for many working at Tata Chemicals and active participation by the employees has provided greater reach, fresher ideas and enthusiasm to the projects. Volunteering helps our employees to touch base with a reality of a different kind and stretches their capabilities to work in an unfamiliar environment. This in turn not only sensitizes them to issues being faced by the rural poor, it also builds the capacity of the employees for leadership, communication, networking and even empathy. Volunteers from employees and even their family members have contributed in programs such as eye camps, Bal Utsavs, Enterprise Development training, etc., to name a few.

TCSR D has also won recognition from various forums, such as the Indian Chemical Council, PR Council of India, CII and FICCI. This is a matter of great pride and satisfaction to us.

We believe in working in partnership with others, learning, sharing and enriching lives together.

**Homi Khusrokhhan**  
Hon. President, TCSR D



## Framework of Activities

### Framework of Activities

The framework of activities adopted by TCSR D considers an integrated approach, working on both, activities that give direct economic gain and those that indirectly provide the environment for improving the quality of life. To create an even greater focus, these have been divided under the following sub groups:

- » Natural Resource Management
- » Income Generation Programs
- » Health, Education and Infrastructure

At the centre of all these three is a focus on community organizations such as self helps groups, village committees, user groups etc. Capacity building of these community organizations is the main strategy adopted to ensure sustainability of programs. Additionally, TCSR D also focuses on environmental conservation programs.

TCL partners with other agencies (NGO's, Govt etc.) and community to take up programs that enrich the quality of life of the rural populace in sustainable manner.

Apart from facilitating and implementing development programs, TCSR D also acts a mentor to the village community.

### The specific programs undertaken under each head:

#### Natural Resource Management (NRM)

- » Integrated Watershed development
- » Integrated Agriculture Growth program
- » Water and Sanitation Management Organization
- » Animal Husbandry Development
- » Integrated Pond Management Program

#### Environment Conservation Programs

- » Save the Whale Shark Project
- » Bio-diversity Reserve
- » Mangrove Plantation
- » Asiatic lion conservation program

#### Income Generation

- » Establishment of Self help Groups and Microfinance process
- » Rural Entrepreneurship Development Program
- » Handicrafts Development Program
- » Vocational Training
- » Business Process Outsourcing

#### Health, Education and Infrastructure (HE & I)

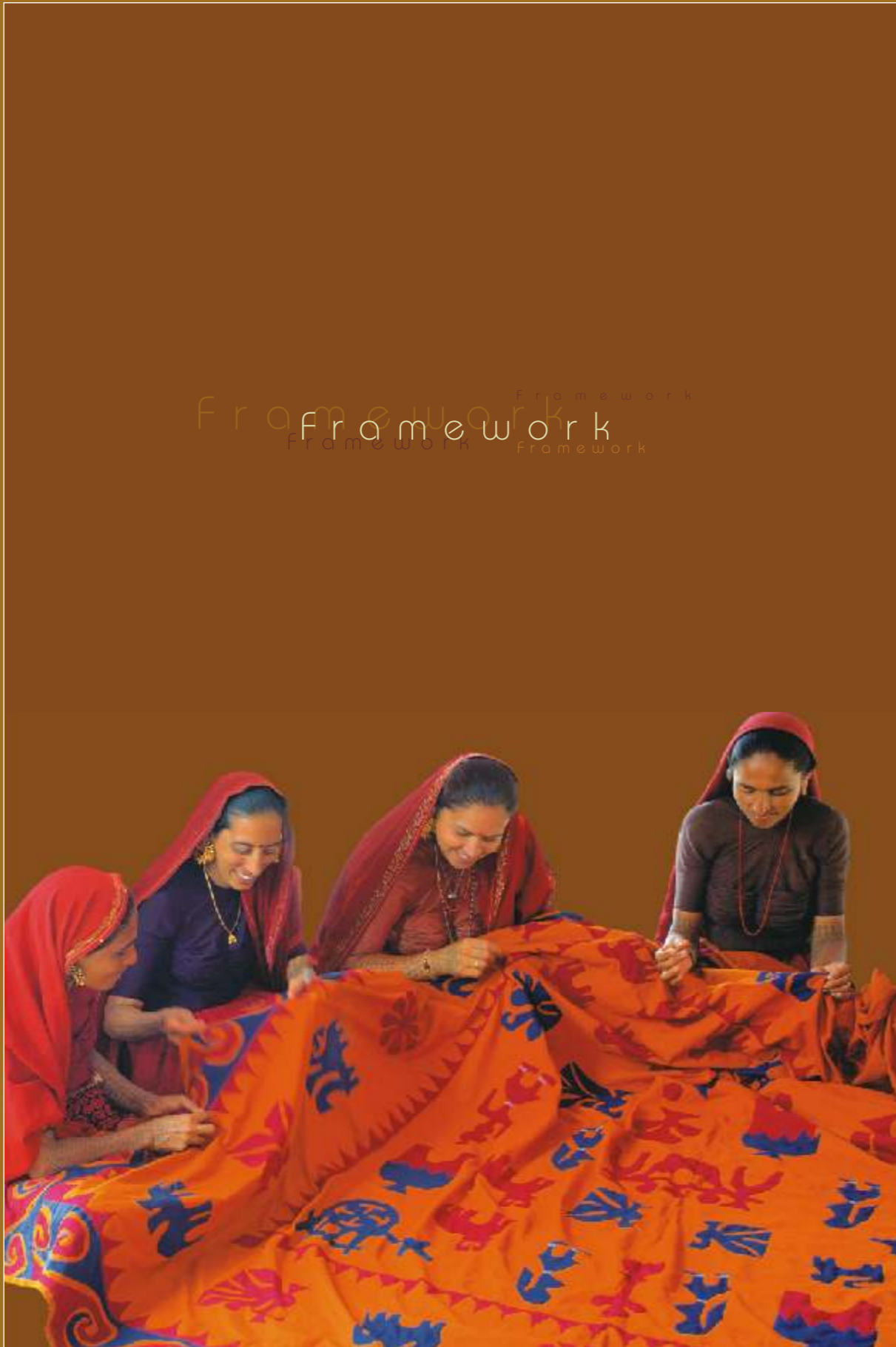
- » Swasthangan
- » Aids Awareness Program
- » Innovative Teaching Methods
- » Vision 20/20 program
- » Literacy Drives
- » Sanitation
- » Infrastructure Development

### Guiding Principles

The guiding principles adopted for interventions and programmes were formalized in the form of a Community Development Policy in the year 2000. The policy has been further refined during the successive years to make it more robust. The policy is as follows:

Tata Chemicals pledges itself to take care for and serve the community by:

- » Designing, evolving and implementing sustainable, replicable and scalable development models, that lead to measurable socio-economic development of the community and ecological development in its area of influence.
- » Involving the community in all stages of the process, in the true spirit of participatory development
- » Having focused and transparent processes, that provide for equal opportunity, while improving the quality of life.
- » Partnering and networking with government, development agencies, corporate bodies and NGOs to implement appropriate community development programs
- » Creating knowledge resource centers to transfer and share information and help build capacities of partners and community
- » Involving employees in volunteering for community development programs



## Reflections at TCSR

### Reflections at TCSR

Raising the bar constantly through learning and sharing has become a practice in our organization. The year signaled the progress of the organization, as a knowledge centre, especially in the field of water resource management and livelihood generation. In its relentless effort towards improving the socio-economic condition of rural poor, the team had gone ahead and explored many uncharted territories and has left its indelible mark in the development scenario of the region.

### Mithapur

The year gone by at Mithapur was hectic with new start-ups, collaborations and celebrations.

The landmark achievement at Mithapur was the establishment of the rural business process outsourcing unit - UDAY, in collaboration with Tata Servizol. In a remote location like Mithapur, Uday has helped bridge the digital divide between rural and urban areas and ensured employment to more than 100 educated rural unemployed youth.

In an exceptional show of solidarity towards women empowerment, more than 2000 women belonging to self-help groups across the state, congregated at Mithapur for the international women's day celebration. Adding new facets to empowerment, one of the self-help groups has started managing the retail outlet of Okhai handicrafts at Dwarka.

Okhai hosted its website, [www.okhai.org](http://www.okhai.org) featuring Okhai products, making on line trading of handicrafts a reality and improving the prospects for the economic empowerment of rural women.

In partnership with Gujarat Rural Industries Marketing Corporation (GRIMCO), TCSR organized training programs in leather - Rexene products manufacture for 100 women belonging to the socially backward class in the taluka.

Leveraging its expertise in water management, TCSR bagged the prestigious "**Beyond the Fence**" award of CII for water management in the Okhamandal region. The year saw the successful completion of two programs of tremendous impact the Salinity Ingress Mitigation Project in collaboration with Sir Ratan Tata Trust and the Water and Sanitation Management project in partnership with WASMO. The projects have gone a long way in creatively and innovatively solving fresh water issues in the taluka.

TCSR in association with the Gujarat Forest Department initiated efforts to save the Asiatic lions by barricading the

wells in and around the Gir Wild life Sanctuary. In a bid to build awareness on biodiversity conservation, 20 Eco-Clubs were initiated in rural schools of Okhamandal.

500 students of 21 schools took part in the Bal Utsav, the festival organized for the rural school children to showcase their talents.

Surpassing all expectations, the total hours clocked by volunteers came up to 17900 hours.

### Babrara

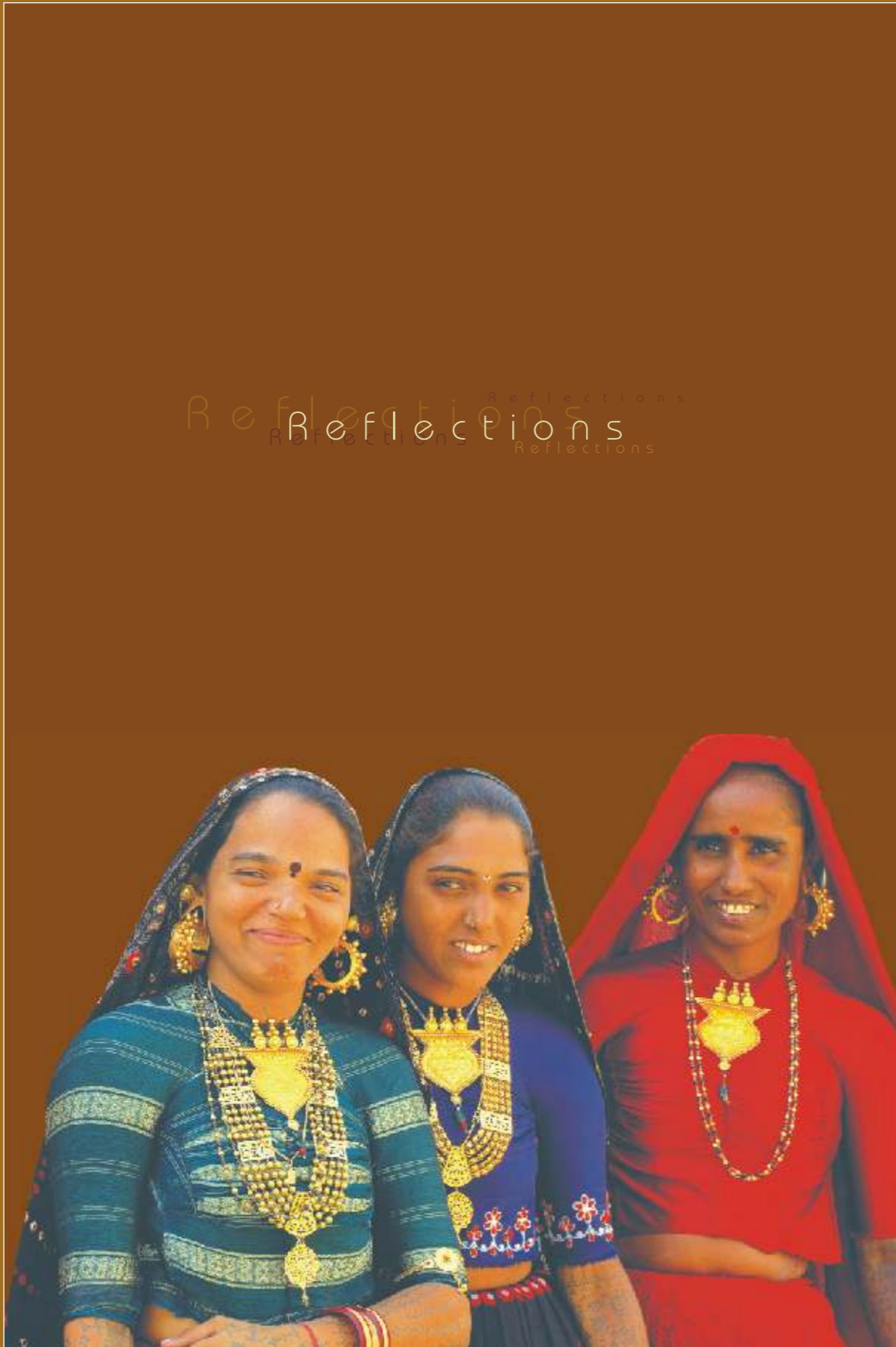
At Babrara, economic empowerment through livelihood generation for the surrounding community was the key central strategy for development. Adding spark to the bleak scenario of employment, several initiatives both in the farming sector and non-farm sector targeting the youth were taken up. Vocational training got a new boost, with the introduction of contemporary trades, which have the potential to generate employment for youth. TCSR also embarked on an initiative to promote the art of Karjobi embroidery and ensure better economic returns to the artisans.

Consolidating all the learnings from the Intensive Family Welfare Program, a sustained health intervention, Swasth Aangan was initiated, which would hopefully lead to sustained improvements in all the woman and child health indicators of the region.

### Haldia

Haldia too saw many promising developments in the natural resource management front. Concerted effort in scientific pond management is gradually reaping rich dividends for the pond owners. Promotional launch of the Red tilapia fish was organized to create awareness among people about Red Tilapia & help the Self Help Groups link to the local market.

The book bank scheme has given an opportunity to children belonging to underprivileged group of society to educate themselves.





## Mithapur

### MITHAPUR

Mithapur, home to the Chemicals division of Tata Chemicals Ltd., lies on the western most tip of the Saurashtra peninsula. It is part of the Dwarka taluka in the Jamnagar district. The most predominant community here is that of Vaghers. Lohanas, Rajputs, Rabaris, Muslims and Harijans are the other communities. The main occupation of the community is agriculture, which depends on the highly erratic monsoon. The economy of the region is also dependent on religious tourism, as Dwarka, Nageshwar and Beyt Dwarka are famous Hindu pilgrim sites of the region. The Tata Chemicals complex at Mithapur is the only major industry here, apart from a cargo handling facility at the nearby Okha port.

### NATURAL RESOURCE MANAGEMENT

The main area of concern in Okhamandal region is the unavailability of water for drinking and irrigation. The proximity to sea and insufficient and erratic rains compound the situation of fresh water availability. A multi-fold approach has been taken to address this situation: watershed development that takes 500 hectares of watershed as a unit, improving the availability of water in the villages through deepening village ponds and increasing inflow by diversion channels, creating storage tanks that help recharge water, diverting rainwater into wells to recharge the aquifer, adopting methods to stop ingress of salinity, harvest roof rain water for drinking and household purposes and create alternate sources by installing hand pumps, new wells etc.

### Integrated Watershed Development Programme (IWDP - DRDA)

Association with DRDA, for watershed development started way back in 1995-96, when it was selected as the project implementing agency for 5 villages in Okhamandal taluka. The partnership strengthened gradually with the allocation of more than 15 villages for watershed development. Presently, TCSR is also the facilitating lead NGO responsible for selection of manpower, training and extension in 81 villages in three talukas of Jamnagar district- Dwarka, Kalyanpur and Khambalia, for the IWDP project rechristened "Hariyali project"

One of the key elements of the watershed development project is community engagement. Participation of the community ensures that the villagers become real managers and owners of the water harvesting structures.

The project implementation methodology is well framed as follows:

- » Create awareness about the project, its objectives, and concept of participation through village meetings, exposure visits, and training programs.
- » Formulation of village committee with representatives from each community including women members
- » Conducting participatory appraisals and creating village action plans.
- » Training the residents of the village including the village committee members for account keeping, decision making and project planning through implementation of a pilot entry point activity.
- » Construction of water harvesting structures and initiating downstream activities. Structures include medium water harvesting structures, small structures such as farm ponds and farm bunds, diversion channels etc.
- » Continuous training and upgradation of skills and knowledge as required.



Gorajar dam

Kalyanpur taluka adjoining Dwarka taluka has 33 villages. TCSRDR is the lead NGO for implementation of Hariyali project in this taluka. TCSRDR has facilitated the selection of watershed development team and trained them in the execution of various activities. 45 medium structures (dams) and 22 gram vatikas have been created under the DRDA-watershed project. In Janpar village of Kalyanpur village, a check dam was constructed during the year. The villagers named it "Sunita check dam" as a mark of respect to Sunita Williams, the famous astronaut. The check dam benefits 14 farmers, and an area of 40 acres. The farmers are able to take two crops and provide for supporting irrigation for the kharif crop, with water from the dam. More than 10 wells in the vicinity of the dam has reported an increase in water level due to recharge.

During the year, trainings were organized for the taluka panchayat members and the watershed development team members of all talukas on various aspects of watershed development.

### Integrated Watershed Development Programme (IWDP - TCSRDR)

TCSRDR has been implementing the Integrated Watershed development programme since its inception. The program is in response to the local requirement for augmenting water holding capacities, the need to focus on recharging of ground water, requirements for drought proofing and supporting those essential structures that do not fall under the ambit of DRDA watershed. 39 villages of Dwarka taluka and 5 villages of Kalyanpur come under the purview of IWDP funded by TCSRDR.

Deepening of village ponds, recharging ground water through wells, digging new wells, and bore wells with hand pumps, diversion channels etc, are all part of this programme. TCSRDR has carried out construction of check dams in the villages of Gorinja, Baradia, Samlasar and Rajpara. Renovation and repair of existing dams were carried out at Tupni, Lalpur, Okhamadhi, Shivrajpur, Poshitra tekri, Samlasar and Gaga villages.

### Case Study - Harnessing nature's bounty - Sanvalo check dam



Gorinja village is 15km from Dwarka city, falling in the Dwarka Nagarpalika. The villagers are mainly farmers and most farms have wells, which cater to the drinking water requirement are also the source of irrigation water. Over the years, the extraction of water for drinking and irrigation had made the well water brackish. On the request of villagers, TCSRDR constructed a check dam to harness the run off rain water draining to the sea. The Sanvalo check dam has changed the landscape of Gorinja village. The heavy monsoons during the year saw the dam fill to its full capacity of 0.25mcft.

The impact of this dam has been remarkable. The dam has benefitted more than 12 households and about 40 acres of land. Water level in the wells of the surrounding farms has risen. The farmers are currently taking a second crop of vegetables, chilli, brinjal, ladies finger, cluster beans etc. during the Rabi season.

Kadubha Manek, a beneficiary says, "I own 6 acres of cultivable land. But I used to take only one crop of fodder bajra in an area of 1 acre, that too in Kharif season. After the construction of the dam, water is available at 15 - 20 ft from my well and the brackishness of water has gone down. Now I am able to get good quality water for drinking and irrigation and I am able to take 2 crops during the year with the water from my well alone."



Sanvalo dam filled up during monsoon

"Gorajar dam" in Gurgadh was built as part of "Scarcity programme" of Government about 15 years back. The water from the dam was initially used for irrigation for 2-3 years. Later, the dam water turned brackish and became unsuitable for irrigation. TCSRDR took up the initiative of renovating the dam. The brackish water was removed by constructing channels and pipelines were laid as a permanent solution to divert the saline water to the nearby salt works. Due to the heavy monsoons this year, the dam has been filled with sweet water to the tune of 7-8mcft. This water has benefitted 30-35 farmers in 3 villages namely, Gaga, Pindara & Gurghat. About 95 acres of land has been brought under irrigation during the rabi season for the groundnut crop. The programme is expected to yield rich rewards in terms of increased crop production and income for the farmers.

The Mulvel community pond was never filled to its full capacity despite good monsoon. A 1km diversion channel was constructed at Mulvel to direct the storm rainwater into the pond. This would serve as drinking water for the villagers as well as recharge the aquifers.

Ladasar dam at Tupni was built 10-15 years back. The dam has a capacity of 0.50 mcft, benefitting 10-12 households for irrigation. In the past 5-6 years, the dam had sustained damage due to rains and the water used to seep away. The villagers repaired the dam with the help of TCSRDR. After the repair work on the dam, water storage capacity of the dam and the water level and quality of well water in the farms surrounding the dam has seen a perceptible improvement.



Lift irrigation from Gorajar dam

TCSRDR also repaired and renovated a community well at Arambhada, which was more than 20 yrs old and not in usable condition. The well water had become brackish and

not potable. The requirements of water for drinking as well as domestic purposes were met from a community pond nearby. The pond water was becoming contaminated as the villagers used to wash clothes and vessels by the side of the pond. TCSRDR desilted and repaired the unused well, creating an alternate source of water for domestic purposes.

The cumulative number of water harvesting structures created since the inception of the formal water shed development programme is as follows;

- » Medium water harvesting structures: 134
- » Small structures: 1251

### Kharash Vistarotthan Yojana (Salinity Ingress Mitigation Project)

The Okhamandal taluka lies on the tip of the Saurashtra peninsula. With a north-south extent of 60 km and east west extent of 20 km, most of the villages of the taluka are near to the seacoast and hence face the problem of salinity intrusion into the soil and aquifers. The average rainfall of the taluka is less than 12 inches per annum. The absence of any other source like large lakes or rivers compounds the situation. Gujarat Water Supply and Sewerage Board supplies water through pipelines from "Sani Dam", this supply is irregular and inadequate due to scarce and irregular rains. Also, this pipeline covers only 33 villages from a total of 42 villages of this region.

Since 2004-05, TCSRDR has been collaborating with Sir Ratan Tata Trust (SRTT) for the implementation of the project, "Salinity Ingress Mitigation Project" in 6 villages of Okhamandal taluka, namely Bhimrana, Padli, Hamusar, Rajpara (Samlasar), Beyt and Makanpur. These villages are either on the coast or close to the salt works. The project has efficiently reached its completion in 2007-08, achieving considerable success.

The main focus of the project was to improve the availability of drinking water in villages, which are especially no source villages, and on managing both ground water and harvested surface water. The rationale being that with appropriate interventions it may be possible to reduce use of ground water, increase water recharging and therefore push back the salinity.

A comprehensive approach had been taken where in different programs worked together complementing each other's efforts. Each of these programs included funds from various sources, which includes DRDA, WASMO and SRTT.

Specifically, in collaboration with SRTT, under the SIMP the following activities were targeted over a 3 years period i.e., Roof Rain Water Harvesting, Drip Irrigation and Horticulture Promotion, Private Well Recharge, Community Well Renovation, construction of Dams/Bandhara, Saplings distribution under Plantation Program, Land reclamation, Capacity Building & awareness.



Community well inside a pond

Combating salinity and harvesting the run off rainwater were the prime objectives envisaged in the project. Check dams and tidal regulators (bandharas) were built to serve this purpose. Innovation like using plastic sheet to create

an impervious layer in the bandharas, thus reducing the mixing of fresh as well as saline water was successfully attempted as part of the project. Farm bunds were constructed to check soil erosion, reduce run off and increase the percolation of rainwater.

Another innovative intervention was the use of ameliorants like gypsum and biofertilizers for improving the soil fertility and reducing the salinity. The impact of this intervention has been tremendous and the land left uncultivated due to salinity has yielded good crop, after the treatment.



Well recharge

Improving the water use efficiency was also one of the important outcomes expected through the project. Micro irrigation devices like drip and sprinkler were popularized in the farming community, so that the benefit of the harvested water is available over a longer period.

#### Case Study - Prosperity through land reclamation



Jhalubha Hathalbha is a resident of Padli village in Okhamandal taluka. In this taluka, most of the farmers practice rainfed agriculture, as the source of irrigation water is limited. Jhalubha is a small farmer with 5 acres of land. Though he had a well in his farm, the well water was brackish. The use of such water for irrigation had deteriorated his land as well, turning it saline. Jhalubha used to cultivate fodder sorghum for his cattle in his land during the monsoon season. Since the land was saline, the yield from even this crop was very low. As part of salinity ingress mitigation project, under the guidance of TCSR, Jhalubha carried out recharge of his well by tapping run off storm rainwater. Land reclamation activities were also started with the application of gypsum and biofertilizer. As in the previous years, he sowed sorghum to know the impact of the combined intervention. Jhalubha reports that the water level in his well has risen by 5m and quality of water has also improved. The fodder yield has more than doubled after land reclamation treatment.

A satisfied Jhalubha is now confident enough to attempt crop diversification and also wishes to take a second crop with the water in the well.

Drinking water availability has been ensured for a longer period through construction of roof rainwater harvesting structures. 538 RRWHS were constructed to increase the supply and availability of drinking water for the household purpose by harnessing rainwater from the rooftop during the monsoon season. Recharge of community and private wells by diverting storm water from nearby sources has ensured accumulation of fresh water, increase in water level and improvement in quality of well water, making available potable drinking water for an extended period.

People's participation and contribution has been throughout the process. Village development committees like Watershed committee & Pani Samiti, which are the local committees for the Watershed and Water & Sanitation Management Org. project were continuously involved.

#### Water And Sanitation Management Organization:

WASMO is an autonomous organization of Govt. of Gujarat. The mission of WASMO is to work towards drinking water security and habitat improvement by empowering communities to manage their local water sources, drinking water supply and environmental sanitation. WASMO acts a bridge between Gram Panchayats, NGOs, Policy makers and Funding agencies.

TCSR has been the implementing support agency for WASMO in 8 villages of Okhamandal taluka from 2004-05 to 2007-08. The villages that were selected were Bhimrana, Hamusar, Mojar, Poshitra, Khatumba, Tupni, Makanpur and Padli. The villages in Okhamandal taluka, which is a drought prone area, depends entirely on rains to meet their drinking water demands. The situation has worsened due to frequent drought spells and the villagers had no other alternative but to buy tanker water or to travel long distances to fetch potable water.



Community well at Poshitra

The project intended to create village level water supply infrastructure such as underground sumps, elevated water storage structures, stand posts, pipelines, bathing and washing facilities and cattle troughs. In addition,

#### Case Study - Slaking the thirst for fresh water - Roof rainwater harvesting structures



Scarcity of water for drinking is one of the biggest concerns facing the Okhamandal taluka. The burden of fetching water from different sources rests with the women and children of the family. In most of the villages the well water is brackish and the villagers have to depend either on poor quality water or purchase water through tankers to meet their daily drinking water requirements.

TCSR has been advocating the construction of roof rainwater harvesting structures in the villages under the salinity ingress mitigation project. Kanchanba Tankhubha Jadeja is a beneficiary of RRWHS at Bhimrana. The water requirement of the family of 4 members was met through purchase of water from outside sources. With the support of TCSR, she constructed a RRWHS in her house. Now Kanchanba is a happy person. She recollects how she used to be physically stressed fetching water from far for domestic purposes. Now, the water collected through RRWHS, is meeting the requirements of the family for more than 8 months. She spends the time saved for making beautiful handicraft items and contributing to her family income. The chlorination training she received from TCSR has ensured that the water in the tank is potable all year round and the general health of her family members has also improved. RRWHS has definitely contributed to the happiness of her family.



construction of water harvesting structures, renovation of existing structures like wells and building roof rain water harvesting systems also occupied equal significance.

The WASMO project is a unique experiment in itself wherein complete decentralization in the water sector has been attempted. A community driven and demand driven approach has been adopted. The ownership and management of infrastructure created was laid with the community through part contribution for construction and full contribution for operation and maintenance of structures. The village committee (Pani samiti) formed with the elected representatives of the community was accorded all responsibility for implementation. Each pani samiti has 10-15 members, with at least one third of the members being women, while weaker sections of society are also proportionally represented. The pani samitis were responsible for preparation of a village action plan for water supply and sanitation; timely collection of capital, operation and maintenance costs and water tariffs; construction of water supply, water harvesting and sanitation structures, monitoring the construction work, transparency in fund collection and utilization, maintaining environmental cleanliness and improving sanitation and hygiene; operating and maintaining the newly-created structures and ensuring that the distribution and use of water is both equitable and optimal.

WASMO has been instrumental in providing technical and financial support for the smooth execution of the different hardware and software components targeted in the project.

#### Significant Achievements of TCSR D:

TCSR D has been successful in institution building at the grassroots through the establishment of strong pani samitis in all the targeted villages and ensuring regular gram sabha and meetings of Pani Samitis. The initial challenge was to remove the apprehensions in the community regarding their capacity to execute such large construction projects. Through awareness activities and constant guidance and support, we were able to mobilize the community to take up and construct water storage structures and distribution network in the villages.



Sanitation unit at school

#### Case Study - Mithapur Water convention Building partnership for development in water and sanitation

A convention was held with WASMO fraternity and the representatives of the stakeholders including Implementing support agencies (NGO's) at Mithapur for a retrospection on the WASMO project. The convention focused on Partnership approaches for implementation and stakeholder engagement over wider sector reform in water management. The guidelines and strategies adopted for the implementation of the WASMO project, experiences of different NGO's during implementation, the innovative initiatives, successes, challenges and pitfalls were discussed in the forum. It was agreed that individual approaches have proven time and again to be insufficient in meeting the vast challenge of providing sustainable water and sanitation services in communities. Multi-sector partnerships between relevant stakeholders be they from Government, NGO and community provide one tool to overcome these failures. Such partnerships promote innovation and greater accountability whilst improving the understanding and capacity that make projects more appropriate and effective. 33 participants from 12 organizations participated in the 1st convention, making it a huge success.

The community gradually became the strongest stakeholder, contributing their share of the capital investment required. TCSR D proactively arranged capacity building programs for the pani samiti members for the operation and maintenance of the structures created, account keeping, water resource management and maintenance post exit of the WASMO program. The community was also trained in chlorination of water, and chlorination kits were given to the pani samitis for cleaning the water before distribution. Rules and regulations were

framed by the pani samiti, with the support of TCSR D to ensure sustainable and equitable distribution of water to all households. Behavioral change is one component, which was given prominence throughout project implementation. Information, education and communication activities were conducted targeting all sections of society to bring perceptible change in the realm of sanitation. Roof rainwater harvesting structures and sanitation units, especially for people below the poverty line were also constructed as part of the project, on a pilot basis.

#### Case Study - Poshitra village Sustainable drinking water solutions with community participation



Poshitra village is situated 21km away from Dwarka. The villagers are mostly casual labourers and seasonal agriculturists. The population of the village is about 1500. The community used to depend on a single hand pump for drinking water. This success story highlights how the WASMO project brought about a miraculous transformation in the lives of the people of this village.

According to Somabhai, a beneficiary of the village, "The villagers in Okhamandal used to ridicule us saying that if anybody uttered the name of village in the morning, the person wouldn't get water for the whole day. Today, after generations of silent suffering, we enjoy the privilege of being able to get drinking water in our households. The credit for this goes to

TCSR D and WASMO. The villagers never had faith in government programmes. When TCSR D called a gram sabha for WASMO project and explained the benefits of the project, we were still apprehensive. But since the main problem in our village is of drinking water, we decided to participate in the project. Earlier, a single hand pump was the only source of drinking water and we had to wait for hours in queue to get our daily drinking water. Though we used to wake up 2 a.m in the morning for fetching water, many a times, we had to return home without water. Often, we had to walk 4kms to the village farms to fetch water. Though this water was brackish, we had no option but to use it for drinking and cooking. Women used to spend most of the time fetching water and hence couldn't devote time for other activities. We had other social problems also due to the lack of water.

In the gram sabha, we decided to chalk out a plan for water supply. Priority was given to digging a community well in the village. The dug well yielded good quality water. Presently, the water level is at 40 ft. The water is pumped and supplied to every household through a distribution network. We get water regularly for 2hrs both in the morning and evening and the biggest beneficiaries are the women, who needn't walk long distances to bring water."

People's participation was immense for the WASMO project. Gokhrai pond at Poshitra was also desilted and deepened as part of WASMO project. There was very little water in the pond earlier and was of use only for a limited period. But, now the water is available throughout the year and is used as drinking water source for cattle.

Under the project, a Roof rain Water Harvesting Structure was also constructed in the village school. The primary school teacher of Poshitra village school says: The children used to bring water from home before the construction of RRWHS. Now, the tank water is sufficient for the children for more than 5 months. The positive element is that children have become aware of the importance of rainwater and have learnt to conserve and judiciously use water.

The WASMO project has received appreciation from all quarters for the high quality of the physical structures created and timely execution of the project. In all the 8 villages the community has come forward to own and manage the water supply network and house-to-house water supply has commenced in the villages. There has been a significant transformation in the lives of villagers due to the availability of water in their households.



Exit program of WASMO project

### Agriculture Development

**Target area:** All the villages of Okhamandal and a few villages of Kalyanpur taluka.

At Okhamandal, agriculture has become a challenge in the face of its dependence on the vagaries of nature. Erratic and deficient rains, pests and diseases have made agriculture unremunerative. In this scenario, modern agriculture techniques, better seeds, optimum fertilizer & pesticides would definitely contribute to increase in yield and improvement in quality. Agriculture is mostly rainfed and the major crops grown are bajra and groundnut, especially during the kharif season. Crop demonstrations, exposure visits, demonstration of water saving techniques and water management are the major activities oriented towards agriculture development.

TCSRDR has been providing seeds of Bajra crop for kharif season sowing to the farmers of Okhamandal. Good quality seeds of bajra variety- GHB-558 released by Bajra Research Centre, Jamnagar were distributed to 80 farmers from 9 villages. The yield of this variety was better compared to the traditional varieties. The grains were of bigger size and the quantity and quality of fodder was superior. This variety was also found to be resistant to a

number of diseases and pests.

In its efforts towards promotion of horticulture and plantation in the villages, saplings of horticultural plants, which are specifically suited to the agro-climatic situation of the region, like ber, sapota, coconut etc, are also distributed to the farmers. TCSRDR has facilitated the plantation of 10000 saplings in the farmers' fields and village schools.

30 farmers were taken on an exposure visit to Krishimela at Jamnagar and 45 others were taken to Junagarh Agriculture University. The farmers got hands-on knowledge on modern agricultural technologies, latest farm equipments and agricultural implements and new varieties of different crops.



Crop demonstration

To promote judicious use of water, TCSRDR is popularizing drip and sprinkler systems in the villages. 21 farmers in 5 villages namely Poshitra, Tupni, Dhinki, Mulvel and Khatumba have implemented the sprinkler system. TCSRDR facilitated the ATMA (Agriculture Technology Management Agency) project of Gujarat Agriculture department in Dwarka taluka.



Farmers' exposure visit

The project aimed at dissemination of agriculture technology to farmers. In this project, 4 farmers meetings (shivirs) were organized with agriculture experts from Junagarh agricultural university. Kits containing seeds, pesticides and fertilizers were distributed to the farmers, depending upon the crops cultivated by them. In addition, information on new agriculture techniques, new varieties and government schemes for farmers was disseminated. A few farmers have been provided with groundnut dehusking machine. TCSRDR is on the advisory committee of ATMA at taluka and district level.

### Animal Husbandry Program

**Target area:** Villages having high population of livestock rearers (Rabari community)

Livestock, especially small animals like sheep & goat form an important asset for the nomadic rabari community. Diseases like foot and mouth disease and parasitic worm infestation are common in the cattle, especially during the post monsoon period. TCSRDR organized deworming camps in 21 villages of Okhamandal in cooperation with the Government veterinary department staff and 55150 animals were administered medicines.

In addition, cattle health camps were held in 5 villages of Dwarka taluka. 200 big and small cattle were treated for various diseases in these camps.



Deworming of small cattle

### Way forward:

Benchmarking studies have thrown up the distinct possibility of adapting the WADI (orchard) model to ensure sustainable income to farmers. This would be implemented on a pilot basis in the villages of Okhamandal. A program

for mitigating the drinking water crisis in the coastal villages of Okhamandal has been approved by WASMO, in addition to the Swajaldhara project in 6 villages of Okhamandal on the lines of the drinking water project executed earlier. Priority would be given to establishment of formal water code in villages for regulating the use of communal water resources and building awareness on water management practices.

### ENVIRONMENT

#### Biodiversity Reserve Plantation:

The Biodiversity Reserve Plantation project was initiated five years ago with an aim to conserve the indigenous flora of the Okhamandal area which is being wiped out due to the rampant spread of an exotic weed the "Gando Baval" (*Prosopis juliflora*). This weed has been eradicated from 75 acres of land at Mithapur and the native flora species are being reintroduced here. The heavy rains and flooding in Mithapur during the reporting year did impact the plants at site. Post floods the plantation was expanded by 10 acres and 2,000 grafts of "Gugal" (*Commiphora wightii*) were planted. The Gugal plant is one of the highly endangered species in the region and has vanished from much of the Saurashtra and Kutch region which once used to be considered a stronghold.



The endangered Gugal plant

A delegation of 80 senior Forest Officers from the Indira Gandhi National Forest Academy, Dehradun, visited the Biodiversity Reserve Plantation site to understand and observe the efforts being made at Mithapur for the conservation of the indigenous flora biodiversity of the Okhamandal region.

A biodiversity awareness program for conservation of the indigenous medicinal plants was also carried out at Bhimrana village under the National Environmental Awareness Campaign, funded by the Ministry of Environment & Forests.

### Eco-Clubs Programs

The “PRAKRUTI” Eco-Clubs program was launched last year with an aim to create environmental awareness amongst the school students. 20 Eco-Clubs have been initiated in rural schools around Mithapur. Visit of Eco Club members to the Biodiversity Reserve Plantation site at Mithapur was arranged. The purpose of the program was to expose the students and teachers to the indigenous flora of Okhamandal and create awareness on the need to protect it. A total of 560 students and 43 teachers from 9 schools attended the program during the reporting period. Booklet containing information on local biodiversity was issued to each of the students. Trained Eco Club volunteers helped in organizing the programs.

A marine life education camp was organized at Poshitra in collaboration with the Marine National Park Dept. A total of 241 Eco-Club members and 18 teachers attended the camp in five batches.

A drawing competition on environmental theme was also organized in all the 20 Eco-Club schools. 978 students participated in the same. Books on birdlife of Gujarat were issued to all Eco-Clubs for their school library. A one day “Nature Orientation” Workshop was organized for schoolteachers and Eco-Club volunteers as a part of the capacity building program. A total of 93 teachers and volunteers attended the same.



Eco Club Drawing competition

### Mangrove Plantation Project:

The mangrove vegetation is an important component of the coastal marine ecosystem. They help in filtering land run-off and controlling coastal erosion; they act as cushions and help mitigate the impact of cyclones and tsunami; they also regulate flooding and act as a sink and absorb pollutants brought down by the rivers and streams; they provide a critical habitat for many marine species and terrestrial wildlife - the mangrove zones serve as spawning ground and nursery for many species of fin and shellfish. Mangroves also provide the much needed roosting and nesting sites for the waterfowl. Keeping this in view, a mangrove plantation project has been initiated for ecological improvement in the coastal areas around Mithapur. 40,000 seedlings of the “*Avicennia marina*” species were raised and transplanted at three sites Mithapur, Khatumba and Padli.



Mangrove nursery at Arambda

### Way Ahead:

A Biodiversity Reserve Plantation Plot on the lines of the Mithapur model shall be developed at Bhimrana village with the participation of the Eco-Club and Self Help Group members.

Work for preparation of “Village Biodiversity Registers” shall be initiated with the involvement of the Eco-Club members.

Project for restoration of mangroves on 50 acres of tidal mud flats in the coastal areas shall be initiated.

### Save The Whale Shark Campaign

**Target Area:** The coast of Gujarat

Save the Whale Shark campaign has been taken up in partnership with the Wildlife Trust of India (WTI). This campaign was initiated by WTI and TCL in the year 2004. Every year hundreds of whale sharks visit the shores of Gujarat. The fishermen have been killing them for their liver and meat. Tata Chemicals in association with the Wild Life Trust of India took up this initiative to save the whale sharks from brutal killings.

Several activities had been initiated to raise awareness regarding whale shark. The notable one being the exhibition of the inflatable model of whale shark and naming it “Vhali”. Street plays and other promotional activities had been organized to spread awareness about the ecological importance of whale shark. Tata Chemicals received the Green Governance award for conservation of fauna in 2005 for the project.

During the year 2007-08, various new activities were initiated to sustain the efforts of the previous years.

On a special request from the fishing community, the whale shark inflatable was displayed at the Ramdevji Maharaj celebration rally at Veraval. The whale shark inflatable and panels were displayed at Utkarsh Vidyalay, Baroda at the 42nd district level math and science fair. 138 schools displayed their projects. Pamphlets and CD’s of the film on whale shark was distributed to all participating schools. The school also gave a donation of Rs. 1001/- to WTI for the participation in the event. To establish presence and to gain more international mileage for the campaign, participation was ensured in national and international events.

A presentation on the campaign was made to the delegates and 150 CD’s of the whale shark film were distributed at the CMS (convention of Migratory Species) at Seychelles. Delegates from 40 countries attended the meeting. Other international conferences, in which “Save the whale shark campaign” was showcased were the symposium on Marine reserves organized by Green Peace and “International Conference on Environment Education in the work group ‘Education towards sustainability concerns of Natural resources in Fragile Ecosystems’”. 35 Whale Shark film

CD’s and leaflets were distributed to the participants. The participation in the seminars has facilitated the dissemination of the bank of expertise developed by the corporate-civil society collaboration in India.

The campaign has brought tremendous impact on all the stakeholders. 28 whale sharks have been released during the previous year, taking the total number to 37.



Save the whale shark project

### Lion Conservation Project

The Gir Forest National Park and Wildlife Sanctuary (also known as Sasan-Gir) is the sole home of the pure Asiatic lions (*Panthera leo persica*). Measuring about 258 km<sup>2</sup> for the fully protected area (the National Park) and 1153 km<sup>2</sup> for the Sanctuary, the area is considered to be one of the most important protected areas in Asia due to its supported species. Established in 1965, the Sanctuary is located about 65 km to the southeast of Junagarh city of the Junagarh district in the Kathaiwar peninsula of Gujarat state, India.

The ecosystem of Gir, with its diverse flora and fauna, is a result of the efforts of the Government forest department, wildlife activists and NGO’s. The sanctuary, considered the last abode of the Asiatic lions, were declared as “protected” in the early 1900’s by the then Nawab of the princely state of Junagarh. This initiative assisted in the conservation of the lions and the April 2005 census recorded the lion-count in Gir at 359, an increase of 32 compared to 2001.

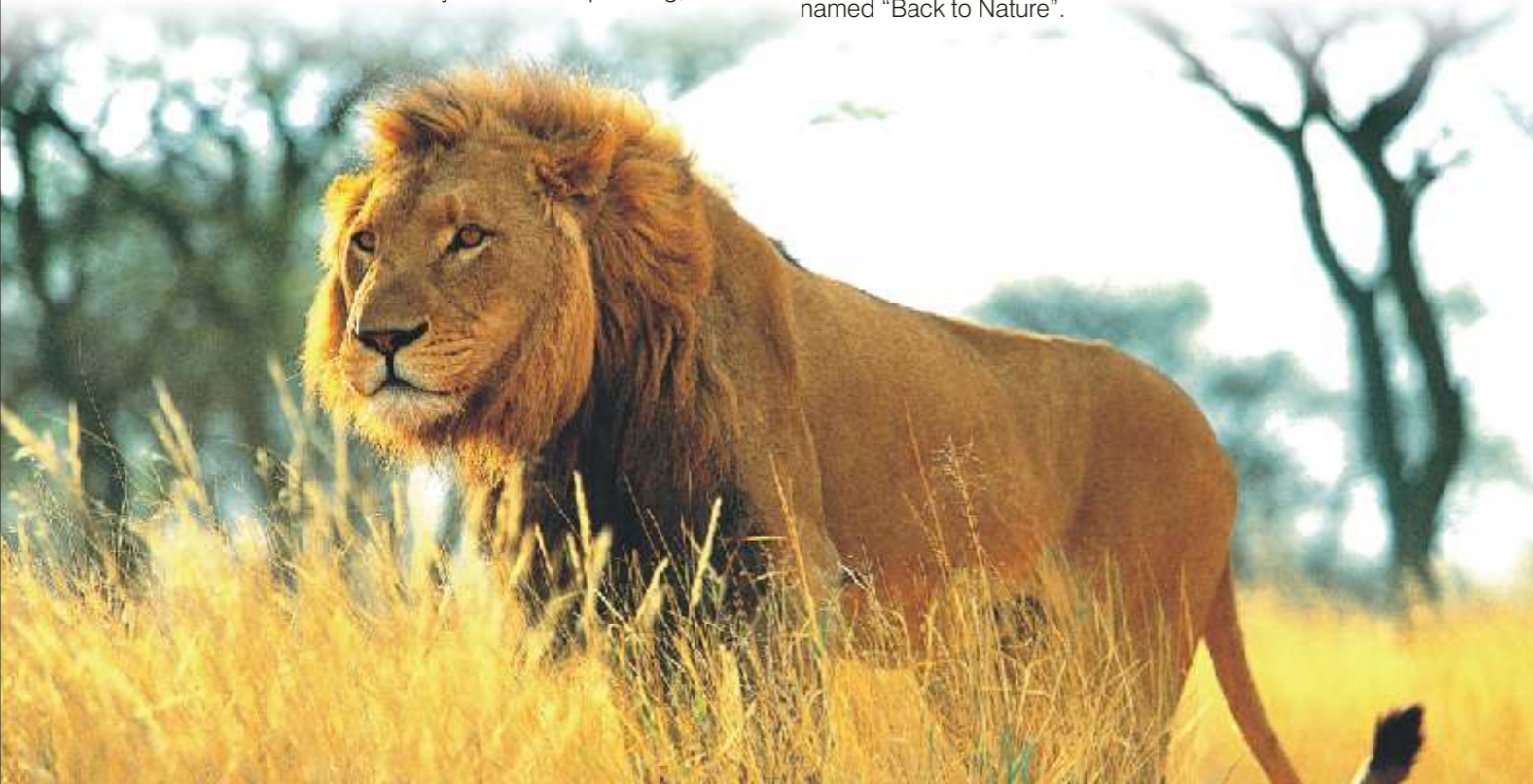
The critically endangered Asiatic lions face a plethora of hurdles in their struggle to survival. The Lions migrate out of Gir into unprotected farmland where they come in regular conflict with humans. Farmers on the periphery of the Gir National Park frequently use illegal crude home made electrical fences to protect their crops from raiding wild animals and this has led to the electrocution of many lions. The Maldhari (pastoral) community, who are entitled to live in the park, use the park for grazing of their cattle, putting undue pressure on the scarce resources for the prey base of the lions. Sometimes, the Gir lions travel outside park boundaries to find food and water and that when they do, they fall in open wells in the park.

Over the last five years, 21 lions have died and hundreds have critically drowned and broken their bones by falling into the 15000 to 18000 open-wells dug by the farmers in and around Gir Forest. "Open wells" are now a major well documented grave threat to the last 359 odd wild Asiatic Lions found living at Gir Forest, presently their only wild home in the whole wide world. Every year the farmers dig more and more illegal open wells. The open wells in the park are raising questions about the safety of the wild animals and the conservation system in the sprawling,

1,400 sq km (540 sq mile) sanctuary. As per survey conducted by the forest department, there are 9000 (Nine thousand) wells in 6 km periphery of Gir area.

Comprehending this crucial issue, the Gujarat Government has taken steps to save the Asiatic lions from being extinct. In a bid to mobilize additional resources for conservation of Asiatic Lion and its associate flora and fauna in the Gir National Park and adjoining areas, the State Government has decided to set up a separate autonomous body called "Gujarat Lion Conservation Society". Whole Industry of Gujarat has come forward in support of **Gujarat State Lion Conservation Society**.

Tata Chemicals has decided to join hands with the forest department and barricade 1000 open wells in and around the sanctuary and over a period of three years. During the year, parapet wall was constructed around 294 wells. Sustainability of the program can be ensured only by instilling pride in the local community for being home to the Asiatic lions and being stakeholders of the conservation program. Awareness building activities like puppet shows, distribution of handbills, wall paintings etc has been initiated in coordination with the local eco-club at Dhari named "Back to Nature".



NRM and Environment Programmes at a glance	07-08	Till Date
<b>Integrated Watershed Development (TCSR and DRDA)</b>		
Number of new medium structures (Dams, community pond, repair, renovation & strengthening )	4	134
No. of existing strs renovated	8	8
Number of small structures (Farm ponds, bunds, well recharge, community well)	10	1251
Deepening of diversion channel	1	16
Construction of RRWHS in DRDA watershed villages	0	10
Sprinkler irrigation system	21	39
<b>Kharash Vistarotthan Yojana</b>		
RRWHS	170	538
Private well recharge	6	11
Check dams	1	2
Sub terrestrial bandharas	2	4
Land reclamation	35	60
Community well repair /new	2	2
Drip irrigation systems	3 no	3 no
<b>WASMO</b>		
Construction of Cistern, Pump house, Sump & ESR	3 villages	8 villages
Laying of pipeline	3 villages	8 villages
Construction of RRWHS	70 in 5 villages	86
Water supply commenced	8 villages	8 villages
Chlorination training program	8 villages	8 villages
O&M training	5 villages	8 villages
<b>Agriculture and Animal Husbandry</b>		
Horticulture and other plantation	9000	37000
Deworming camps	55150	146650
Cattle camps	8	17
<b>Environmental conservation</b>		
Biodiversity Reserve plantation	10 acres	85 acres
Mangrove plantation	15 acres	15 acres
<b>Asiatic Lion conservation project</b>		
No. of open wells barricaded	294	294
Save the whale shark campaign	Across coastal towns of Gujarat	

## INCOME GENERATION PROGRAMME

The Okhamandal region of Gujarat faces chronic water deficiency, as the rainfall is erratic and undependable. With more than 70% of the village population dependent on agriculture, it becomes imperative that an alternate source of livelihood be promoted to reduce the dependence on agriculture. A multi-pronged strategy has been taken up to improve the livelihood scenario in the region. This includes income generation activities through self help groups, enhancing business skills and guidance for self employment through Rural entrepreneurship development programme, livelihood creation through the promotion of handicrafts and employment generation for the youth through the call centre.

### Self Help Groups:

**Target area:** All villages of Okhamandal and providing facilitation training to NGOs in Jamnagar district

Self-help groups were initiated way back in 1994-95, as an entry point activity for the watershed development programme. This proved to be a turning point, as gradually the self-help groups emerged as the hub of all development activities in the villages. These groups in addition to promoting savings and microfinance have become the catalyst for empowerment of women in the society.



Leadership training program

The members of the self-help groups are given training in team functioning, leadership development, microfinance and individual and group economic activities. In addition, exposure visits are organized for the members of the groups to interact and learn from other self help groups.

Benchmarking studies with other NGOs have also been conducted in an endeavour to improve the processes and understand the functioning of self-help group federations.

A host of income generation programmes have been taken up and bank loan linkage of self-help group members has been carried out for income generation programs like handicrafts, tie & dye, block print, bio-compost preparation and Animal husbandry.

The self-help groups of Okhamandal taluka including the male SHGs and women SHGs have established a federation at the taluka level, named "Dwarkesh Federation". The federation intends to work for the regional development and tackle social issues of concern to the region. TCSRSD facilitated the celebration of "Mahila Bachat Din" on April 14th, by the federation members from different clusters. They celebrated this day to encourage & appreciate each other for the savings of Rs. 25000/- they had done. On this occasion the women were given an understanding of post office saving & insurance schemes so that they can correctly invest their savings.



Bank linkage program

Empowerment through self-help groups is assuming new dimensions. Women self help group members manage the handicrafts outlet at Dwarka, supported by NABARD & TCSRSD. The group members have become savvy and confident enough to participate in handicrafts fairs and exhibitions organized in cities like Chandigarh and Mumbai to get better returns for their products.

## Lending A Helping Hand: Nagrechi Self Help Group

The Nagrechi Mahila Mandal was formed at Bhimrana in January 2004 with group strength of 20 women. The women of the group recollect that they heard about the benefits of starting a Self Help Group from the group leader of Momai group. The group has made a saving of Rs. 40000/- over a four year period saving Rs. 50 per member per month. The group members proudly claim that they have never defaulted in depositing their monthly savings in the group. The group has quite a number of literate women and they have met at regular intervals since the inception.

Snehaba is the president of this group. Her husband used to work as a casual labourer to feed his family. This was never enough to make ends meet. But then, destiny was harsh on them. Her husband became prey to a debilitating disease and couldn't go out and earn. Snehaba felt her life coming to a standstill. The savings in the self help group, of which she was a member was a boon during the initial hard days. She purchased a buffalo through the SGSY loan scheme. She also took a loan of Rs. 5000 for the repair of her son's rickshaw. Now her son is also generating an income. "The group was prepared to give me a loan when nobody else was prepared to do so. Earlier, I had to beg to so many people in the village for a loan. But in the group,

we always feel that it is our money. I pay a nominal interest to the group for the loan, compared to the huge interest charged by the village moneylender. Initially, I used to save Rs. 20 per month through the group. Now, after I have purchased the buffalo, I save Rs. 50 per month and also regularly make repayments on the loan borrowed. After visibly seeing the benefits of the group activities, my family now supports and encourages me to go for all group activities. If we all benefit from this activity, we would like to start a dairy soon."

### Way Forward:

Self help groups have been envisioned as a means of socially and economically empowering the women and consequently enabling them to improve their quality of life. In a step towards economic empowerment, more and more self help groups would be given training in enterprise development. The self help group federation would be preparing a comprehensive plan spelling out their vision and objectives and would start off with the execution of activities on a minor scale. The group members would be encouraged to partake in the decision making process in their respective villages and contribute actively to social development.

## Case Study - International Women's Day Celebrations - 2008



Tata Chemicals Society for Rural Development celebrated International Women's Day on 8th March 2008 at Ashapura Grounds, near Mithapur. In a grand show of solidarity, 2000 women, especially self-help group members from Okhamandal Taluka, Dhrol Taluka panchayat, Jamnagar Taluka Panchayat, and different NGO's congregated at Mithapur for this grand celebration.

The International Women's day celebration was conceptualized as a platform for interaction of self-help group members from different parts of the state, to share their views and to recognize their achievements. It also gave an opportunity for women from different walks of life to mingle and in general celebrate women empowerment.

The self-help group members put up an impressive cultural programme, which included skits on self-help group dynamics and superstitions. Songs on women empowerment, dances and puppet show on AIDS were the other attractions. The women entrepreneurs set up stalls to display the products prepared by them, which included Rexene products, handicrafts etc.

## Handicrafts Development

**Target Area:** All villages of Okhamandal, current reach is 14 villages

Women of Okhamandal are endowed with the talent and traditional skills to make exquisite handicrafts in the typical Okhamandal style. The custom of producing traditional handicrafts for ceremonial functions is widely prevalent amongst the tribes like the Ahirs, the Rabari, the Charan, and communities like the Lohana and the Harijan. Handicrafts were identified as a promising means of generating livelihood for hundreds of women in the area.

TCSR has come forward to preserve this unique art and market the handicrafts products under the brand name, "Okhai". The brand is being currently marketed in cities like Mumbai, Kolkata, Delhi and Goa. More than 430 women are presently involved in various functions like appliqué cutting, designing, stitching and tailoring. Okhai follows a model called "Milk route" wherein the Okhai artisans receive work and payments at their doorstep. The women earn an average of Rs. 500- 2500/- per month.

Trainings have been organized in the current year to develop the skill sets of women involved in Okhai. 147

women availed the training for improving the quality of embroidery and mirror work. An initiative was taken up in the last year to collaborate with National Institute of Fashion and Technology for improving the tailoring skills of women. Inspired by the success of the training, 25 women were again sent to NIFT for the training. The skill sets of these women have improved to a level compared to the best in the apparel industry. The women have become adept in working with industrial tailoring machines. Periodic trainings in contemporary designs and new products are also arranged for the members.



Training in industrial machines

### Case Study - Sabhai Punraj - A leader in making



When you first look at her, Sabhai Ben appears to be a timid person, but you have to listen to her speaking to the Okhai members to realize the truth in the age-old adage that looks can be deceptive.

The clarity and the confidence that her speech portrays will make the best orators shy. Sabhai Ben is a member of Okhai since the last 5 years. She has been the milk route coordinator for quite a long time. Her role as a milk route coordinator requires her to travel to far off villages distributing work kits to the Okhai members.

She had to explain to the members the designs, the quality parameters, the importance of meeting delivery timelines etc. She also maintained records for the members on their behalf.

She did all of this with ease and a confidence that reflected her personality. She would explain to the new members the benefits of joining the program and become a counselor for the few of them.

Sabhai Ben earns a monthly income of Rs. 2000 from the project. She is proud of the fact that she can utilize this money for her children's education while also taking care of some household expenditure. Recently she has shifted her focus towards designing in which she is excelling. Sabhai Ben believes in sharing and has taught her skills to many new members at Okhai.

Awareness cum sales exhibitions were organized in 27 locations across 4 different states: Gujarat, Uttar Pradesh, Maharashtra, West Bengal and Punjab. Okhai has been constantly endeavoring to be recognized as a premium brand and finding a place in the best shopping malls. Adding a feather to its cap, Okhai bagged a prestigious order for the first time from Westside to make 3000 nos. embroidery pattis/ panels' which is going to be used for Ethnic wear. The meeting with Mrs. Simon Tata has given insights on the quality of products as required by Westside and we are now working towards enhancing the quality even further. In near future, Okhai hopes to make available its products through Westside showrooms. New marketing linkages have been established with Suriti Store (an outlet of Lakewood Mall, Hiranandani Powai, Bombay) and Home extensions, Bangalore. An outlet of Okhai catering to pilgrims to Dwarka town was also inaugurated on 16th Jan 2007. The members of the Vakol Self Help Group manage the outlet.

The financial year saw sales of Okhai products to the tune of Rs. 23.35 lacs. With a strong team of 430 members Okhai has increased its production capacities. A state of art tailoring unit is being set up at Mithapur. The machines have arrived and the whole tailoring unit is being established which will definitely increase turnover of Okhai.

World Rural Women's day was celebrated as Okhai day on 15th October. The occasion gave a forum for women to interact and also display their talents. Competitions in



A view of competitions

elocution, designs and fashion show were held as part of the event. The event doubled as a reward and recognition ceremony for the members.



Reward and Recognition ceremony

Brand building initiatives with a view to strengthen the Okhai brand were taken up anew. Catalogues and brochures have been designed targeting all the segments.



Drama on Handicrafts

Okhai website has finally been established & product list with images have been uploaded to product gallery. E-trading facilities for online shopping will be made available to customer soon through the website. Expanding the geographical footprint of Okhai through exploring export options of Okhai products has been in the

pipeline since 2006-07. The standard procedures like obtaining export-import certificate have already been completed.

#### Way forward:

The goal of Okhai is to reach out to 1000 women and help them earn a monthly income of Rs. 1500-2500.

To reach towards this goal, a detailed 3-year plan has been made.

This plan has laid a lot of emphasis on Training and building the infrastructure for taking the project to great heights. As well as we intend to concentrate on distribution channels like retailers, wholesalers, large format Stores, Export Agents, Export Buyers, etc.

**Rural Entrepreneurship Development Programme (REDP)**

**Target Area:** Semi-urban areas of Okhamandal

The Rural entrepreneurship development programme was initiated as a strategic step towards livelihood and employment generation for the rural or semi-urban masses in Okhamandal. The objective of the project is to develop entrepreneurial skills in rural youth and to provide them with technical and financial support through banks to establish their own small enterprises. The Entrepreneurship training of trainers programme conducted through ICECD has created a core group of trainers, who adeptly guide the entrepreneurs in product identification, feasibility assessment, Achievement motivation, bank linkage, raw material sourcing and marketing. The project has enough

potential to generate direct as well as indirect employment for a lot of skilled as well as unskilled individuals.

Achievement motivation is one of the important attributes necessary for a successful entrepreneur. Three trainers with the project were accredited as Achievement Motivation Trainers by NIESBUD, Delhi.



**Achievement motivation training in progress**

**Case Study - Daring to make dreams a reality- Naranbhai Kava**



Naranbhai Kava owns a fabrication shop in the by lanes of Surajkaradi. He used to work as a helper in a fabrication unit .13 years ago he had started this shop with an investment of Rs. 20000/-, pawning all his valuables. Naranbhai used to make a profit of Rs. 6000-7000/- per month from his shop. Though this was enough to give him a comfortable life, Naranbhai had big dreams for his family of five members, which includes his 3 children. The only problem was that he wasn't able to get, guidance regarding his business expansion.

Naranbhai sensed that the entrepreneurship-training programme organized by Tata Chemicals Society for Rural development would help him in realizing his long cherished dreams. He underwent a 15-day training in general business management. Since then Naranbhai has

come a long way. He credits the training to have imparted to him skills in planning his business. He has learned the skill of sourcing raw materials for his fabrication business.

Earlier he used to purchase raw materials especially iron scraps for fabrication from Mithapur itself at Rs. 45/kg, now he sources it from Rajkot at Rs. 38/kg. His margin of profit is higher even after including the transportation costs. He has also become proactive in building contacts and networking. As a result, he bagged the contract for fabricating the tower for a telephone company from which he gained a profit of Rs. 60000/-.

Though currently working alone, he gives employment to 2-3 persons as and when his workload increases. Naranbhai has bagged a lot of other contracts in and around Surajkaradi & Dwarka. His average monthly income has gone up to Rs. 10000-15000/-. He is planning to be a wholesale supplier for fabrication materials as there is ample demand for the same. He has purchased a shop nearby for the sake of making a godown.

Naranbhai today is a happy man. He has wisely invested a portion of the profit back into the business. He is leaving no stone unturned to educate his children, even sending them to schools outside the taluka. He has also purchased land in his village proactively anticipating a rise in prices in near future.

To fulfill the requirements of the accreditation process, the trainers conducted a training programme for twenty participants under the watchful eye of an eminent faculty. In cooperation with NABARD, training programmes in trades like Aaribharat (machine embroidery) and handicrafts was also organized. Gujarat Rural Industries Marketing Corporation- Gandhinagar (GRIMCO) collaborated with TCSRDR for Rexene & leather products manufacture training. The project was meant to cater to the socially backward class in line with the affirmative action programme of TCSRDR. 100 women trainees were given extensive training in the manufacture of Rexene & leather products. The expense for raw materials, machines and stipend for training was borne by GRIMCO.



**Training in Rexene products manufacture**

**Way forward:**

Enterprise development has opened new vistas for the otherwise unemployed youth population of the villages. As a pilot endeavor, TCSRDR would be forming working clusters for identified vocations. The Rexene leather products manufacturing unit would be a forerunner in this direction. The group business activity would facilitate better management of resources including time and manpower



**Training in Aaribharat**

and generate employment to more persons. Capitalizing on its experience in conducting trainings and having an excellent team of trainers, TCSRDR would be providing enterprise development training to other organizations. Efforts would be taken to link the rural entrepreneurship development programme with the self help group federation for meaningful economic empowerment of women. The enterprise development programme would lay greater emphasis on inclusiveness of socially backward classes.

**Business Process Outsourcing**

**Target Area:** Rural and Urban areas of Dwarka Taluka

TCSRDR in association with SerWizSol, a Tata Enterprise and wholly owned subsidiary of Tata Sons Limited, has unveiled a BPO at Mithapur called UDAY in January 2008. 'UDAY' has been launched with the aim of generating employment in rural areas.

The pace of growth in Okhamandal taluka has been much slower as against other parts of Gujarat. The BPO will help in boosting the rural economy of Mithapur. BPO at Mithapur will not only be able to create jobs for the local populace, but also expose them to a hi-tech industry where they can eventually grow and build careers. Cheaper connectivity translates into higher telecom penetration and the inclusion of people who would otherwise remain marginalised. Similarly, it can rope in educated home-makers women from township, who are unable to take up outside jobs due to family commitments and remote locality, retired professionals and unemployed graduates for tapping the global business potential of back office operations. At the same time, it will also help develop a sustainable business model that could be scalable and replicable.



**Inauguration of UDAY**

The UDAY Foundation has been registered as trust and is responsible to hire and provide the required skill sets to agents and comply with all applicable statutory rules and regulations. It will provide logistic support for training, maintain the infrastructure with good ambience, provide secured work environment and uninterrupted power supply. Uday has been envisaged as satellite Center to handle Gujarat based calls at Mithapur hiring around 100 people, initially and ramping up to 200 people in course of time. In addition to providing direct employment, the margins of the revenue generated through the BPO, would be capitalized for the development of surrounding villages.

Presently, SerWizSol is providing Voice and Data connectivity up to the Mithapur centre and upkeeping the call centre technology. It has trained the initial batch, provided updated Training modules & knowledge sharing. SerWizSol is also responsible for checking and supervising the service delivery, and performance monitoring on an ongoing basis.



Visit by Senior Management to UDAY

## Testimonial

In the words of Dr. Arup Basu, COO- Chemicals business- Tata Chemicals "For over seven decades, Mithapur has been a somewhat remote pure-play manufacturing site. Hence, setting up the BPO breaks new ground for us both in terms of redefining areas of new work opportunities and furthering our inclusiveness agenda. The new venture will contribute to the local economy and be the harbinger of innovative work practices. Despite being in a non-urban location, members of the local community including full-time mothers and housewives can have access to an independent income stream and participate in India's success story on their own terms without having to make sacrifices on family commitments."

## EMPLOYEE PROFILE

Total Employees		99
Gender	Male	48.48%
	Female	51.52%
Location	Mithapur	47.47%
	Community	52.53%



Training in Progress

## Way Forward:

The Business Process Outsourcing centre (UDAY) at Mithapur is currently catering to Gujarat based calls of Tata Teleseives. The past 6 months have seen a negligible attrition rate. TCSRSD has charted out clear expansion plans for UDAY. The bench strength at Uday is to be gradually increased to 200. It has been observed that even the educated youth in rural areas do not possess adequate language and computer skills to be competent enough to man operations at the call centres. This reduces their chances of employability. In line with its intent of generating livelihood in rural areas, TCSRSD has plans to devote resources for the development of language and computer skills in rural youth, besides soft skills like communication, work etiquette etc. Retail management is another prospective area for employment of educated unemployed youth. This avenue would be explored to further the employment situation in the region. The list of functions being outsourced is getting longer by the day. Coordination with other agencies like Tata BSS would be sought for their outsourcing functions.

Income Generation Programmes at a glance	07-08	Till Date
<b>Self Help Groups</b>		
Number of villages	30	30
Number of SHGs	36	203
Total membership	720	3382
Total collection of money as savings (Rs. in lakhs)	20.10	43.10
Loan made available through banks (Rs. in lakhs)	4.95	28.50
Number of members trained	148	2037
<b>Handicrafts promotion</b>		
Total sale of handicrafts (Rs.in lakhs)	23.35	61.43
No. of women covered under the programme (no. of villages)	427	34 villages
Handicrafts exhibitions	27	
Capacity building trainings	172 women	
<b>Rural Enterprise Development Programme</b>		
General Training of REDP	249 (13 programme)	579
Technical Training of REDP	179 no.	356
No. of youth linked to banks for financing small enterprise	14	10
Total amount of loan sanctioned for financing small enterprise (Rs. in Lakhs)	2.20	11.76
Number of enterprises set up	30	110
<b>UDAY- Business Process Outsourcing</b>		
No. of local youth employed	99	99

## HEALTH, ENVIRONMENT & INFRASTRUCTURE

### MMR Vaccination, Blood Grouping And Health Camps

MMR vaccination camps were organized at Arambda and Bhimrana villages. 420 girls below the age of 5 years were vaccinated. Blood grouping and general health camps were also organized at these villages.

Doctors and para-medical staff from the Mithapur Hospital offered their services and all required medicines were given gratis to the patients.

A health camp for malnourished and anaemic children was also organized at Mithapur in collaboration with the Mithapur Hospital and the Dist. Health Department. Comprehensive medical check-up for 45 malnourished children identified by the Government Health Department was carried out. Medicines were issued gratis to these children.



MMR vaccination camp



Blood grouping camp



### Health Awareness Programs

The focus of Health Awareness programs during the reporting period was "Women & Child Development". A total of nine programs were organized at Mithapur, Surajkaradi, Bhimrana, Makanpur, Arambda and Shivrajpur villages. Doctors from the Rotary Club of Mithapur also offered their services. The programs helped in creating awareness on anemia, pre and post-natal care, mal-nutrition and child development.

### Pulse Polio Immunisation

Logistical support including vehicles, tents, furniture etc. was extended to the Government Health Department for the three rounds of Pulse Polio Immunization program. A training session for TCSRDR volunteers was also conducted. These volunteers participated in the Polio immunization work which was spread over 13 villages and 2 urban centers.



Pulse Polio Immunisation

### Aids Awareness Program

A total of nine AIDS Awareness programs were organized during the reporting period. The target group for these programs was the members of the Self Help Groups from Surajkaradi, Bhimrana, Arambda, Makanpur and Shivrajpur villages. The members of the Sarvodaya Mahila Gruh Udyog Mandal offered voluntary services for the programs.

### Vision 20:20

Eye check-up for a total of 1,080 students from schools of Surajkaradi and Arambda villages as also the women artisans of the 'OKHAI' Handicrafts was arranged with the support of the Doctor and the para-medical staff from the

Shri Dwarkadish Arogyadham Hospital. 291 women / students who were found to be suffering from sight problems were issued power glasses gratis. Medicines were also issued to those suffering from eye ailments.



Vision 20 20

### Way ahead

The outreach of the Health Programs is to be expanded so as to reach out to more people, especially women and children.

### Total Sanitation Campaign

Sanitation has a direct impact on the health of an individual. TCSRDR facilitated the Total Sanitation campaign program of the Gujarat Government in 39 villages of the Dwarka taluka. The project aimed to create awareness regarding basic sanitation and consequently generate demand for toilets in the rural areas.

As part of the campaign, village cleanliness drives, awareness programs for school children and general public like street exhibitions, rallies, gram sabhas etc were conducted in almost all the villages of Dwarka taluka. Construction of model low cost toilets with beneficiary support was also carried out.

### Infrastructure Development Projects

Strengthening of infrastructure is a vital component of the integrated community development program. During the reporting period, school buildings at Goriali and Arambda villages were repaired. Community cattle sheds at Makanpur, Charakla, Pindara, Rajpara and Tupani were repaired / renovated.

### Solar Powered Reverse Osmosis Plant

A 400 liters per hour capacity solar powered 'Reverse Osmosis' plant was commissioned at Bhimrana village. This is a pilot project which aims to mitigate the prevailing drinking water scarcity. Bhimrana is a "No Source" village as far as availability of potable quality water is concerned. The newly commissioned RO plant uses the brackish water from the Bhimrana community well as the feed stock and filters the same to make it of potable quality.



Solar powered Reverse Osmosis plant

## EDUCATION

### Scholarship For Salt Workers' Children

This scholarship is awarded to children of salt workers under the "Desh Ko Arpan" program to encourage them to continue their education. Students studying in class VIII to X are given an annual scholarship of Rs. 4500/-. The project aims to support the education of meritorious children, who would otherwise quit studies due to monetary reasons. 93 students availed the scholarship in the current year.

### Functional Literacy Program

Functional literacy was imparted to 120 rural women in 5 villages. The project is a small but significant step for empowerment of women, especially in rural areas.

### Bal-Utsav

TCSRDR celebrated the annual talent fest of rural school children of Okhamandal on 15th March 2008. 500 children from 21 primary schools of Okhamandal enthusiastically participated in the festival.

Tata Chemicals Society for Rural Development has been organizing children's festival, since 2005 as an initiative targeting the holistic development of children. The event serves as a platform for interaction of students and teachers from the schools of the taluka.

The uniqueness of the event is that it is managed zealously by the employee volunteers. Village schools are adopted by different departments and the volunteers visit the schools, interact with the children and guide and encourage them in various activities.



Scholarship distribution

### Case Study - Proud to be a literate - Maluben Vira



Maluben Vira Hathiya is the president of Umiya Mahila Mandal at Arambhada. The rules stipulate that the office bearers of the self help group need to put their signatures for bank transactions. Though Maluben had other capabilities, her only setback was that she was illiterate. The secretary of the group decided to help her out. She started the functional literacy program for her group. The 3 month period for training wasn't sufficient for the group, as they had other responsibilities too. But, now after 6 months, Maluben and her fellow classmates have learnt not only to sign, but to read and write. Maluben, never tires of showing off her newly acquired skill and motivates others also to tread her path.

They try to infuse a sense of competition for eliciting the best performance from students and schools alike.

A host of activities were lined up for children for two days. Competitions were conducted in Science and crafts, elocution, drawing and painting, quiz, solo songs, group songs, solo and group dance, drama and sports events.

Prizes were given away for the victorious students in all the categories.

The fun filled event, in addition to bringing the creative talents of the kids to the fore, served to foster the bond of the employees with the community.



Beautiful Dance by Rural Children

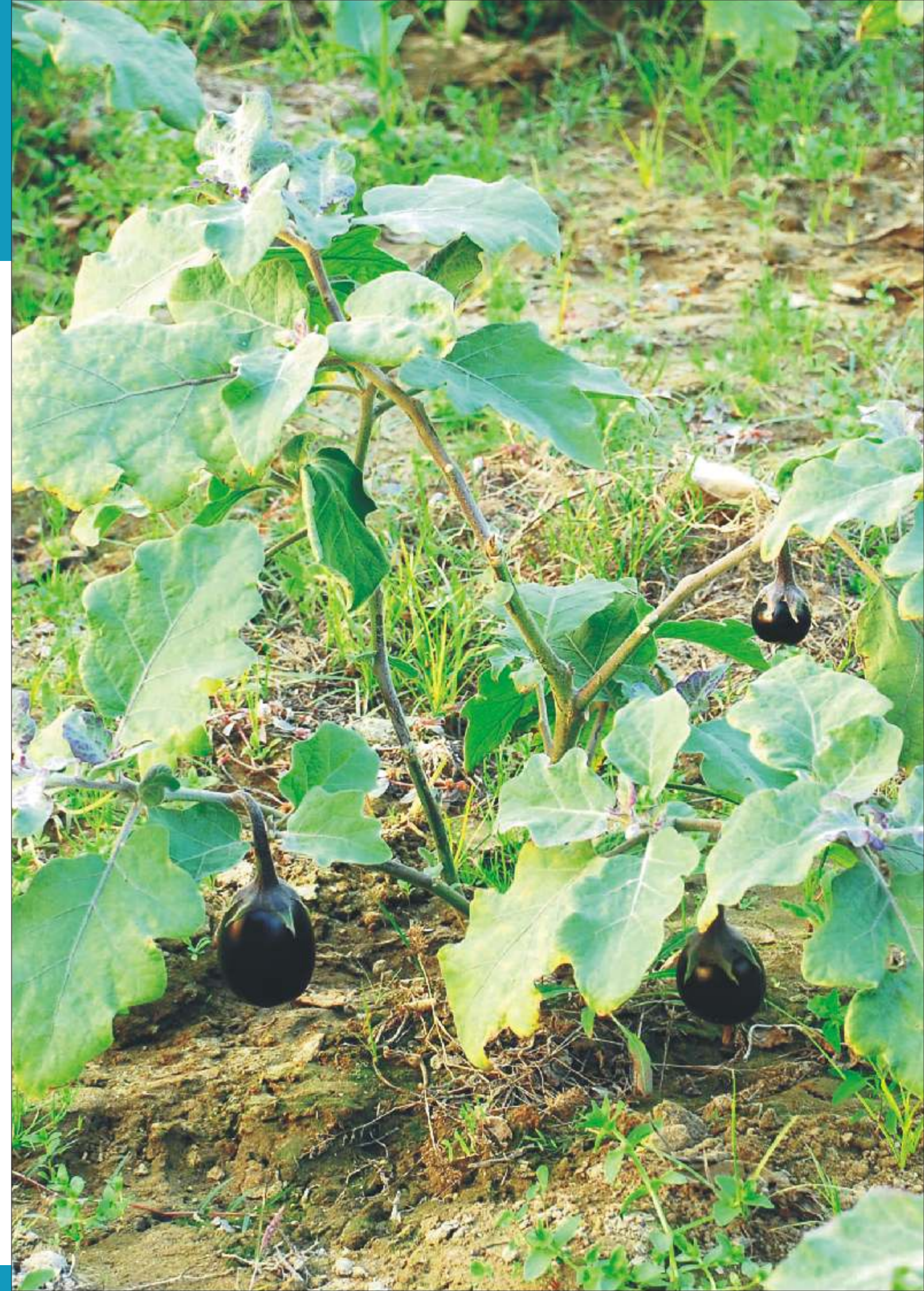


Bal Utsav



Bal Utsav

Health, Education and Infrastructure at a glance	07-08	Till Date
<b>Health programme</b>		
Aids awareness camp	9	
Pulse polio immunization	13 villages, 2 urban centres	
Health Awareness and MMR vaccination	2 villages (420 girls)	
Vision 20:20 programme	1080 persons	
<b>Education programme</b>		
Functional literacy	120 women (5 villages)	211 women (8 villages)
Bal Utsav	500 students	21 schools
<b>Infrastructure development</b>		
Community cattle shed renovation	5 villages	
Reverse Osmosis plant	1 villages	
School building repair	2 villages	
<b>Total sanitation campaign</b>		
No. of villages covered	39 villages	
No. of model low cost toilets constructed	55	



# Babrala

## BABRALA

Situated in one of the most backward regions of Uttar Pradesh state, the Babrala facility of TCL caters to three administrative blocks namely Gunnour, Rajpura and Junawai of Badaun district. Agriculture is the predominant occupation, with more than 90% of the population sustaining on income from agriculture. Animal husbandry too contributes to the economy of the region, serving as a source of supplementary income for the farmers. TCSRDR is focusing on the integrated development of the region through interventions in natural resource management, income generation, health, education and infrastructure development. The major initiatives taken up include land reclamation, animal breed improvement, vocational training, handicrafts development, capacity building of male and female self help groups, family welfare, education, sanitation, infrastructure, awareness etc.

## NATURAL RESOURCE MANAGEMENT

The Natural Resource Management programme of TCSRDR Babrala, is concentrating its efforts towards integrating agriculture and animal husbandry.

In an area, where a majority of farmers still resort to conventional farming methods due to a multitude of reasons, the programme entails maximizing the yield returns through efficient management of existing resource and extensions of new agriculture practices.

### Integrated Agriculture Growth Project (IAGP)

Agriculture forms the backbone of the economy of Gunnour block. Majority of the labour force depend solely on agriculture income, which is inadequate to meet the rising cost of living. The challenges faced by the farming community, include unsustainable farming practices, lack of access to credit facilities' and inputs like good quality seeds and fertilizers. Given the limited scope for expansion of cultivable area, increasing the productivity and profitability assumes importance for agriculture growth in the region.

A systematic approach has been undertaken to improve the agriculture scenario, through a combination of methods including soil testing, land reclamation, agricultural mechanization, crop diversification and facilitating service and support systems covering planting materials, credit and extension. Enhancing farmers' capacities to understand and adopt modern agricultural practices through trainings and exposure visits too are considered critical for augmenting acceptance and use of modern

techniques. Convergence of agriculture and animal husbandry practices and focused attention to genetic upgradation, nutrition management, vaccination, disease identification and control, would certainly contribute to prosperity in the agriculture sector and reduce rural poverty.

### Land Reclamation

**Target Area:** Usar Land of Gunnour Tehsil

Land reclamation project has been undertaken since the establishment of TCSRDR. This region, which for most part is very fertile, has some pockets called "Usar land" severely saline. These "Usar" patches reduce the overall productivity of land. TCSRDR is facilitating the identification of such patches and is undertaking their reclamation. This reclamation process involves bunding, deep ploughing, levelling, gypsum application, leaching of salts and green manuring with Dhaincha. This project deals with converting unproductive alkaline /saline soils to fertile soils. This year 20 hectares of land was reclaimed.



Land Reclamation

## Agriculture Growth Programme (AGP)

**Target Area:** 5 villages near the fertilizer complex at Babrala

The Agriculture Growth Programme (AGP) is an initiative aimed at improving the yield returns per unit area through a combination of quality inputs, timely credit availability and modern agro techniques. Emphasis is given to increase the productivity of 'Rabi' crops by the use of modern sowing techniques using seed drill, weed and pest control, balanced nutrition and timely irrigation.

TCSRDR plays the role of facilitator in this programme, by providing the farmers with interest free credit facility in the form of quality inputs and advising regarding various



Agriculture Growth Programme (AGP)

agricultural practices and technologies appropriate to the crop. The repayment is 100% year after year for the last nine years. At present the programme is functional in five villages surrounding the Babrala Fertilizer Complex.

## Farmer's Training Programme

Farmers 'training' programme aims to ensure the sustainability of agriculture interventions. The training helps the farmers to get exposure regarding latest cultivation practices, new improved seed varieties and current trends in agriculture. Furthermore, the farmers are taken for exposure visits to 'Kisan Melas' and demonstration sites. The project goes a long way in building awareness in the farmers in the community so that they can easily adopt agriculture growth measures and increase the yield of their land.



Farmers enroute to Kisan Mela

## Case Study - Bhoomi Sudhar Project

The Bhoomi Sudhar (land reclamation) program undertaken by TCSRDR has been very beneficial to farmers. According to Premshanker of Noorpur village, "I had 0.8 acre of USAR land and when I came to know about land reclamation, I requested TCSRDR authorities to help me reclaim the land. I received support in the form of inputs and also guidance regarding reclamation techniques. First of all I prepared bunds on all four sides of my plot. The soil was then tested and its pH value found. As per the instructions given by TCSRDR, I levelled and applied gypsum to my plot. Then I filled the plot with water to leach it. After leaching, I sowed Dhaincha seeds in my plots, after two months Dhaincha crop was turned in the plot for green manuring. After which, I planted paddy in my field. The seed for this crop was also supplied by TCSRDR under this project. I followed all the activities as advised by TCSRDR. In the first year my plot was about 70-80% reclaimed. After that, I attended training programs conducted by TCSRDR in which agriculture scientists gave some more tips. Today, my plot is about 95% reclaimed. Now I am able to get 40% increased production from my plot."

## Case Study - Agriculture Growth Programme (AGP)

Agriculture growth program has also benefited the farmers financially. Nem Singh S/o Sri Babu Ram Singh a farmer who has participated in the project for last two years says- "The project is very beneficial. The interest free loan helps the poor farmers who otherwise have to pay 3-5% per month interest. Even though the initial expenditure is slightly more, production has gone up."

### Modern Agriculture Growth Programme (MAGP)/ Agriculture Diversification

**Target Area:** 10 villages in Gunnour block

The concept of the "Crop diversification" is gradually finding acceptance with farmers due to the earnest efforts of TCSR. In area, where the dependence on traditional crops like Wheat, Barley, Maize, Bajra and Paddy is very high and the skepticism related to risks associated with crop like vegetables, medicinal plants, floriculture etc, on a small scale. The efforts are gradually gaining ground and the success is evident from the increase in cultivated land area under different crops.

TCSR assists the farmers by advising and assisting them in the procurement of inputs like high yielding seeds, providing technical know how, imparting appropriate training, providing fencing wire on a subsidized rate, group formation, collective marketing and developing market linkages.

### Animal Husbandry Projects

The predominant caste in the region is Yadavs who have traditionally been a livestock rearing community. Almost all households here own at least one or two heads of cattle. Therefore, animal husbandry development programs are an important means of increasing and supplementing the household incomes.

The projects undertaken this year for Animal Husbandry Development were Health Care and Vaccination, General health check-up & Treatment, HS & FMD Vaccination Programme, Pashu-Palak Mitra Training, Anti Sterility

camps, Green fodder Demonstration, Breed Improvement, Extension of Murrah Buffaloes, Extension of Cross Breed Cows, Extension of Murrah Bulls and Cattle Show.



Inauguration of cattle camp

### HEALTH CARE AND VACCINATION

#### General Health Check-up And Treatment

Under this programme animals are examined and treated for various seasonal diseases. In this year, 217 animals were examined and treated from 15 nearby villages.

#### Haemorrhagic Septicaemia & Foot And Mouth Disease Vaccination Program

A good healthy animal ensures better returns to its owner. The general health care of the animals in the surrounding villages is provided special emphasis. Routine vaccination of the animals is done so that the cattle population around is healthy and productive. Due to regular vaccination camps, the incidence of both HS & FMD has reduced drastically in this area with only a few cases being reported.

### Case Study - Modern Agriculture Growth Programme (MAGP)



Mr. Kalyan Singh, resident of Mehua Hasan Ganj, wanted to take up vegetable production. He was aware that this would be more profitable as compared to growing traditional crops like Wheat, Barley, Bajra, Maize and Paddy etc. But cultural barriers stopped him from taking this up. Vegetable production is considered to be profession of lower caste in his society. It took a lot of effort from TCSR officials to convince him to get out of the cultural barriers and take up vegetable farming. Kalyan Singh sowed Brinjal in 0.3 acres of land. With repeated harvests, he could earn Rs. 18,000 from the sale of the produce. Kalyan Singh says that one must get out of cultural barriers and look towards progressive farming for improving quality of life. Today his economic condition has improved a lot and he indeed is a happy man.

Due to this sustained health care efforts the overall productivity of the cattle has gone up. During this year 6220 animals owned by 1423 Households from 16 villages were vaccinated for HS and 12928 animals owned by 2072 households from 16 villages were vaccinated for FMD. This programme is conducted in collaboration with the Block Veterinary doctors and with beneficiary contribution.

### Pashu-Palak Mitra Training

To improve the availability of health care in the villages it was decided to train 2 educated unemployed rural youths as "Pashu Palak Mitra" (Paravets). The training was for duration of six months and was provided through the District Animal Husbandry Department. Fifteen youths have successfully completed their six-month training and are now providing first aid to the animals in their Nyay Panchayats. An AH first aid kit was also provided to these "Pashu Palak Mitras" so that they are well equipped to provide their services.

### Anti Sterility Camps

Livestock owners face great financial losses due to milch cattle becoming sterile due to various diseases. Five "Antisterility Mega Camps" were organised and 987 animals from 72 villages were examined and treated for Gynaecology, Surgical and General diseases. The camps were conducted in collaboration with the District Animal Husbandry Department and expert team of BAIF Development Research Foundation Badaun UP.

### Green Fodder Demonstration

Continuing the previous year's programme, which aimed to supply cheap and nutritious fodder for improving the economics of animal husbandry, two fodder grasses were promoted during the year. Seeds of improved varieties of fodder grasses; Berseem (*Trifolium alexandrinum*), and Sorghum were made available on subsidized rate to farmers of five villages. During the year, 232 farmers participated in Berseem seed distribution program and 35 farmers participated in Sorghum seed distribution program. Most of the beneficiaries are small and medium farmers.

### Extension of Murrah Buffaloes

The Murrah buffalo of Haryana is a breed, which is hardly, and high milk yielding. A good specimen of this breed is able to give milk yields as high as 16 litres as compared to 6-8 litres of the local buffalo breed. It was felt that if more numbers of such buffaloes were introduced in this area and these in turn breed with the local breed, the overall breed quality would improve.



Extension of Murrah Buffalo

### Case Study - Extension of Murrah Buffaloes

Nekram Singh of Pawari village says, "In October 2006, TCSR took 12 farmers from Mehua Hasan Gang, Baghou Ki Madhyam, Pawari and Noorpur villages to cattle fair of Mahem-Haryana for purchase of Murrah Buffaloes. The travel cost, cost of lodging and boarding at the fair and transportation cost of the animals was borne by TCSR. The cost of buffalo and their registration cost were paid for by us, the cattle owners. Out of 12 farmers 10 farmers purchased Murrah buffaloes from there. I bought one buffalo for Rs 10500/-. This buffalo gave 6 litres of milk per day for a period of six months. I earned an income of Rs. 12960 at the rate of Rs. 12 per litre. In the second lactation the buffalo gave 10 litres of milk per day for a period of ten months. I earned an income of Rs. 36000/-. The present cost of buffalo is Rs. 25000/-. 50% amount received from sale of milk might have been spent in the upkeep of the buffalo. So I have made a profit of at least Rs. 37000/-. TCSR should not only take new beneficiaries, but should also extend the benefits (with may be slightly reduced services) to a farmer the second time around."

Beneficiaries who are either small to medium farmers or landless are selected for this project. They are taken to good cattle fairs in Haryana. Here they purchase buffaloes of their choice with the assistance of the animal husbandry expert of TCSR. The transportation of the buffalo, expenses on boarding and lodging and one year insurance of the animal is borne by TCSR so that there is no additional burden on the beneficiary.

In this year 58 households from 8 villages have taken advantage of this programme.

#### Extension of Cross Breed Cows

A new project "Extension of crossbreed cows" was started by TCSR to increase income from sale of milk. In this programme, beneficiaries who are either small, medium farmers or landless selected. TCSR provides interest free returnable loan on installment basis for a period of one year for purchase of high yielding crossbreed cows. Selected beneficiaries are taken to good cattle fairs in Haryana. Here they purchase cross breed cows of their choice with the assistance of the animal husbandry expert of TCSR. The transportation of the cow, expenses on boarding and lodging and one year insurance of the animal is borne by TCSR so that there is no additional burden on the beneficiary.

NRM Programs at a glance	2007-08	Till Date
<b>Integrated Agriculture Growth Programme</b>		
Total land reclaimed (Ha)	20	366.6
Number of village covered	10	10
Number of farmers benefited	24	857
<b>Agriculture Growth Programme (AGP)</b>		
Number of farmers benefited	317	1150
Total revolving Loan for agri input (INR)	5.73	7
Total Land covered (HA)	241	
Number of village covered	5	5
<b>Modern Agriculture Growth Programme</b>		
No. of cereal crop demonstration	36	71
Number of farmers & area (Ha) covered under diversification into vegetable cultivation	41/9.3	
<b>Farmers Capacity Building Programme</b>		
Number of agriculture training given to farmers	2	
Number of exposure visits	2	
<b>Animal Husbandry Development</b>		
Number of households benefited and village covered in HS vaccination Camp	1423/16	46688/16
Number of households benefited and village covered in FMD vaccination Camp	2072/16	12880/16
Number of farmers given green fodder demonstration	232	963
Number of Pashu Palak Mitra (Paravet) trained	2	17
Number of animal treated and village covered in anti-sterility camps	987/72	2986/173
Number of bulls distributed and village covered under breed improvement programme	12/9	45/34
Number of murrah buffalo introduced and village covered in extension of quality breed programme	58/8	214/8
Number of Cross Breed Cows introduced and village covered in extension of quality breed programme	16/3	

This year, 16 households from 3 villages have taken benefit of this programme.

#### Extension of Murrah Bulls

Under this programme TCSR provided Murrah breed bulls on interest free loan. In this year 12 Murrah bulls were provided in 9 villages of Gunnour Tehsil for natural breeding with the local buffaloes.

#### Cattle Shows

This year, TCSR organized a new initiative named "Pashu Pradarshani" or "Cattle shows" which aims to motivate and create interest among the cattle rearers to purchase high milk yielding cattle. Under this programme, 103 cattle owners from 14 villages of Gunnour Tehsil participated in the shows.



Cattle Shows

### INCOME GENERATION PROGRAMS

Unemployment is the biggest problem in the region, which has a direct impact on the quality of life of people. As such, one of the priorities of the community in the region is securing improved opportunities for income generation for the rural poor. TCSR has drawn up a three-pronged strategy to address this priority. The first one is the establishment of self help groups and their linkage with banks for undertaking economic activities; the next is conducting vocational training programmes for promoting self employment opportunities for local rural youth. And the last one is providing livelihood through the promotion of handicrafts (Karjobi) of the Gunnour region.

#### Self-Help Groups

**Target Area:** Twenty villages in the region.

TCSR has always given due attention to provide various livelihood options and ensuring capacity building of the people by the formation of self help groups (SHG) in the villages.

#### Women's Self-Help groups

Women's self help groups have been formed for social and economic empowerment of the women in society. The capacity building of the women is done to make them self-sufficient, and capable of taking their own financial decisions. Most of the women's groups have used the loans available to start a dairy enterprise (selling buffalo milk), one group started sewing cum stitching training centre and they are managing timely repayments. Till date 64 women's groups have been formed in the Babrala region.



Women's SHG

Tejaswini, a domestic management program for women was initiated by TCSR to inculcate positive thinking, improve interpersonal relations, and inform the participants about good parenting, household safety, legal rights etc. During the year, two Tejaswini training programmes have been conducted for 70 members of female SHG's. TCSR also conducted an exposure visit for the 26 female SHG members on group dynamics and cluster formation at Sikandrarao, Hathras.

On 8th March, Women's day was celebrated with great fervor for the first time at Babrala. The event witnessed a participation of more than 1300 women from the surrounding villages, mostly belonging to self-help groups.

The event served as a forum to discuss issues of social concern like gender disparity and health care of pregnant women.



Tejaswini

#### Men's Self-Help groups

The women groups and their success have inspired the men to follow suit. The formation of Men's groups is aimed to involve the people into collective action through various interventions. Groups small saving is used to start individual small agro-based business and to improve their economic condition. TCSRDR has motivated the farmers to start small-scale enterprises. 16 men's groups have been running successfully in the area. This process ensures economic independence of the members and helps provide finances in case the group or members of the group want to undertake economic activities. Some of the economic activities undertaken by the self-help groups are: Dairy activities (Milk selling and Paneer Making).

#### Training and Exposure visit on IGA (Paneer Making)

A training programme on paneer making was organized for 17 SHG members of Kail Ki Madhaiyan village. An



Paneer making

exposure visit was also organized for the same participants at Bajirganj, Badaun. Presently the group is engaged in the production and marketing of Paneer.

#### Vocational Training Programme

**Target Area:** Rural and semi Urban area of the Babrala region.

The Vocational training programme was initiated in 1994 with the aim to increase the employment opportunities for the people of the area. The vocational training is provided for various trades depending on the market demand and employment prospects in the area. The important trades / skills covered are sewing cum stitching specially for girls, typing in English and Hindi. This year TCSRDR has started three new trades under vocational training programme like mobile repairing, beautician programme and computer training. The duration of each programme is six months



Vocational training

and participants are selected based on an aptitude test. Trained instructors monitor the progress of the participants and evaluate the monthly performance of the students. Volunteers from the TCL townships ladies' club have made efforts to educate illiterate girls and women from surrounding villages and also pay volunteer time to TCSRDR in conducting of entrance examination and monthly test. 1088 trainees have benefited through these vocational training programs and many of them have joined public and private sector services. The remaining has started small-scale businesses in their respective villages.

S.No.	Name of Programme	Starting Date	No. of persons trained	
			Current Year	Till Date
1	Sewing cum stitching (Village House)	April, 1996	50	603
2	Sewing cum stitching (Gunnour)	Dec., 2007	24	24 (On Going)
3	Typing	April, 2001	74	340
4	Computer Training	Feb., 2008	60	60 (On Going)
5	Beautician	Dec., 2007	26	26 (On Going)
6	Mobile Repairing	Jan., 2008	35	35 (On Going)

#### Case Study - HUMA-Yesterday's student is today's teacher...



Huma was one of the students of TCSRDR's vocational training program in one of the batches of 2005-06. She hailed from the Gunnour village, which is about 10 to 12 kms from our plant site. After learning the art of tailoring, she found herself sitting idle at home due to lack of opportunities to develop her skill into full-fledged business & also because of parental pressure to move out & work on her own. When our TCSRDR team visited Huma last year, they could understand her plight & also realized that there were many other girls, who were prepared to learn this skill. However, their parents were reluctant to send their daughters to our village house, as it required them to travel a lot.

The TCSRDR team enquired about the amount that the interested local girls of the Gunnour village were prepared to shell out for the tailoring training. Most of these girls were associated with "Arman Mahila Mandal". They assured an attendance of 25 women who would pay an amount of Rs. 100 each as the fees.

Unanimously, it was decided that an amount of Rs. 2500 would be collected from all 25 members. Rs. 2000 would be Huma's salary for teaching the girls. The girls were asked to bring their own sewing machines. The remaining Rs. 500 will be contributed to "Arman Mahila Mandal", to buy new sewing machines. The training was conducted in the village itself, in the house provided by one of the members of the same Mandal. TCSRDR provided the necessary raw materials for sewing like thread, needle, cloth piece, paper etc.

Currently, we have two batches of 25 members each, contributing an amount of Rs. 5000, every month to "Arman Mahila Mandal". Huma gets a salary of Rs. 3000 & the balance 2000 is utilized in buying new sewing machines for the group.

It was a win-win situation for all its stakeholders:-

- » Huma, who was sitting idle at home, is now earning Rs. 2000-3000 every month.
- » The "Arman Mahila Mandal" earns an additional Rs. 500-2000 every month, which comes from the classes.
- » The local girls of Gunnour are learning the stitching skill in their own village avoiding the travel of 16 kms a day.
- » TCSRDR with minimum investment has managed to make Huma & many other local girls self-reliant.

### Karjobi Project

**Target Area:** About 100 artisans of Gunnour region.

**Covered Area:** About 15 artisans of Gunnour region. All are associated with a SHG namely Arman Mahila Mandal, Gunnour

TCSRSD has taken an initiative to support the traditional handicraft work Karjobi. This traditional handicraft is the lifeline of a number of women practicing the art in the area. Currently the women work from their homes and get meager returns for the exquisite handiwork, due to exploitation from middlemen. TCSRSD's initiative aims at promoting this art and ensuring better economic returns to these women, by making them the owners of their own business.



Handicraft work Karjobi

TCSRSD acts as a facilitator in this program, ensuring quality raw material, provision of designs that are current, focusing on quality and introducing new products.



Exhibition of Karjobi handicrafts

Two exhibitions were held on a pilot basis to build awareness in the community regarding Karjobi handicrafts. To date, with the support of TCSRSD, the women have successfully developed about 126 products having Karjobi work, in which there were 68 salwar suits, 22 ladies tops and 36 dupattas. The marketing of final products has been initiated through organization of exhibitions and direct marketing. The results are impressive. Total sale was about 13,000 in a period of 45 days.



Sale of Karjobi handicraft items

The program is unique as it makes the karjobi artisans, partners, who would be consequently encouraged to assume the responsibility of their business. The role of TCSRSD would be to guide and train them in the procurement of quality raw material, design development, BDS creation and other backward and forward linkages etc., to improve the art as well as economic status of the artisans. Efforts are in the offing to expand the outreach of the project to a larger population.



Exhibition of Karjobi handicrafts

Income Generation Programmes at a glance	Progress for the year 2007-08	Progress till date
<b>Women's Self Help Groups</b>		
No. of groups	5	64
No. of villages	20	20
Total savings (Rs. in lakhs)	11.83	26.98
Total loan (Bank & personal savings) (Rs. in Lakhs)	14.31	113.12
No. of trainings	4	26
No. of workshops / visits	6	29
<b>Men's Self Help Groups</b>		
No. of groups	3	16
Members		214
No. of villages		11
Total savings (Rs. in lakhs)	1.40	5.37
Total loan (Bank & personal savings) (Rs. in Lakhs)	5.63	19.82
No. of trainings	3	9
No. of workshops / visits	3	11
<b>Vocational Training</b>		
No. of trainees	269	1254

### HEALTH, EDUCATION AND INFRASTRUCTURE PROGRAMME

#### Intensive Family Welfare Project (IFWP)

**Target:** All villages of Gunnour Block

From February 2002 to October 2007, TCSRSD has been implementing the Intensive Family Welfare Project (IFWP) in partnership with Population Foundation of India (PFI), New Delhi. Under the project, 96 villages were covered in two phases. This program aimed at betterment of mother and child health, creating awareness on reproductive and child health (RCH), reducing fertility rate, maternal mortality rate (MMR), Infant mortality rate (IMR) and increasing the availability of trained local dai (midwives) at the village level. The villages were also provided RCH care through mobile clinics under this program. The program aimed to ensure that by building awareness and appreciation for RCH, it is given priority and availed from the government medical care machinery by the villagers even after intervention is withdrawn.

In course of this intervention some of the good practices identified were group meeting of women on RH issues, puppet shows done by people trained from the community, innovative use of communication material like flip charts and establishment of Parivar Kalyan Kendras (PKKs) in the community and in absence of institutions, improved safe deliveries through trained dais. The project intervention over a period of past 5 years has made remarkable achievements.



IEC activities under Intensive Family Welfare Project

Indicator	Baseline	End line	Change (%)
<b>Maternal and Child Health</b>			
Pregnancy outcome (Live birth)	93.1	97.3	4.2
<b>Antenatal Care</b>			
Registration before 12 weeks of pregnancy	32.5	56.1	23.6
Three Checkups	20.9	60.7	39.8
<b>Place of Delivery</b>			
Home delivery	94.0	93.9	-0.1
Institutional delivery	6.0	6.1	0.1
Delivery by Trained Dai (out of total home delivery)	6.8	59.2	52.4*
Follow up visit by health professional after delivery	10.0	70.1	60.1**
<b>Full Immunization (12-23 months)</b>	7.8	44.1	36.3**
<b>Family Planning (FP)</b>			
<b>Current use of modern FP methods (CPR)</b>	9.1	23.7	14.6*
<b>Quality of Care (in case of sterilization)</b>			
Explained about all the available FP methods	50.0	71.0	21.0
Both advantages/disadvantages of the current method explained	54.2	70.2	16
Use of the method was explained	20.8	67.2	46.4*
Pre-examination carried out	66.7	76.7	10

### Swasth Aangan

**Target:** Fifty villages (Covering 65000 population) of Gunnour Block

Along with having a positive impact on the community, the Intensive Family Welfare project had also brought up issues/gaps, which needed intervention. Consolidating all the learnings from the IFWP program, Swasth Aangan, a sustained intervention for 3 years was started on 16th Nov. 08 in with the aim of not just facilitating but also improving the awareness regarding Government medical care, building processes and linkages between the community and relevant organizations and institutions so that sustained improvements can be brought about in all the RCH indicators, such as Fertility Rate, MMR, IMR.

This level of awareness & linkage is being achieved by establishing one village level motivator (ASHA workers) for every 1000 people, creating Village Health Committees, establishing Parivar Kalyan Kendra (PKKs) and using

Mobile Clinic which covers at least two villages every day. These steps ensure that General Check up and Vaccination are available to pregnant women and new born. Through ASHA workers proper records of mother and child vaccinations are maintained so that patient wise progress can be monitored.

As part of this project, AIDS awareness week was celebrated in order to create awareness in the community.



OPD in Swasth Aangan project

This included conducting Nukkad Nataks, creating awareness through Jan Chetana Rath and organization of quiz competitions in Inter, Degree colleges, and among Aanganwadi and surrounding community.

### Trainings

#### Training on Health & Sanitation

Training was conducted on health & sanitation through ACE, Bhopal for 3 days from 3/01/08 to 5/01/08. 33 participants were trained in this programme. The main agenda of the training was health & hygiene, jalband Toilets, CAN and PRA.



Training on Health & Sanitation

#### Training on IEC Activity by Thar Gavniyar Lok Kalakar Samitee

Variety is the primary requirement of IEC activities. Newer modules are devised, as necessary to disseminate the same subject matter. To improve the capacity of the field coordinators, a weeklong training program was organized. The main agenda of the training was to "Create awareness in community through puppet shows". The trainers were from Thar Gavniyar Lok Kalakar Samitee, Bikaner.

#### Training on Health by CINI

To improve knowledge on health PRA, 5 days training was conducted through CINI for the field coordinators. The main agenda of the training was health issue RCH, HIV/AIDS/RTI/STI/PRA.

2 trainings of "Quality of Life" were conducted for the Field

coordinators, VLM & Couple training of ASHA workers on Operational Issues and Technical contents (ANC & its need, PNC & its need, Malnutrition etc).

### Divya Dristhi Project

This project targets cataract patients in the whole of Gunnour Tehsil, consisting of Gunnour, Junawai, Rajpura blocks and also from Aligarh, Bulandshahar, Badaun. Two eye camps were held during the year in collaboration with the Gandhi Eye Hospital, Aligarh. These eye camps are a boon for the elderly patients, who are highly prone to cataract and are in no position to get them operated. The pre and postoperative care of such patients is done exclusively with the help of dedicated volunteers from TCL.

In addition to cataract operations, eye ailments are also treated as part of the camp. The eye camps are a much-awaited event for the local community. 1826 patients availed the facilities at the camp and 226 patients underwent cataract operations.



Eye camp

## EDUCATION

### Adult Education

**Target Area:** 5 villages in the neighbourhood of the fertilizer plant.

The project is currently ongoing in five villages of Gunnour tehsil. 400 rural women have benefitted through this project in 2007-08. TCSR has planned to include one village each year and strive for maximum literacy in it.



Sarvesh, w/o Indrapal of Mehua village was part of a batch of 20 women who took up the adult education program conducted by TCSR. Sarvesh was an illiterate; however with support from her husband and encouragement from TCSR, she regularly attended and learnt from the adult education classes. Today she is able to assist her husband in book keeping for their business and also prepare a budget for her home and family. This experience has also propelled her to motivate other women in the village to attend Adult Education program by explaining to them, first hand, the benefits of education

#### Sanitation Education Programme

This project aims to improve the quality of life in five adjoining villages i.e. Powari, Mehua, Noorpur, Baghao and Kail. TCL volunteers conduct meetings in groups, and give demonstration in these villages to generate awareness.



Sanitation Education programme

#### Case Study - Bhoori's story



There have been many instances, where in as part of this program the team was able to create awareness and inspire people through continuous interaction to follow the correct medical practice and hence ensured the health and safety of mother and child alike.

Bhoori, w/o Sauran Singh who belonged to Hussain Pur village was in the sixth month of pregnancy. Because of a wrongly conceived notion the vaccination causes abortion, they were completely against getting vaccinated. In this scenario, the asha worker, the health team and the doctor kept continuously interacting with the family and educated them regarding the benefits and importance of vaccination during pregnancy. This helped improve the awareness and also motivated the couple to such an extent that they proactively got all the required

vaccinations done. Now they have also become part of the village health committee and are doing their bit by educating the other villagers regarding the importance of vaccination and Ante Natal Health checkups.

People have been motivated to construct toilets, use safe drinking water, clean their houses and surroundings, wash clothes daily etc. Women are getting highly benefited from this programme. These efforts from TCSR have started to reflect as positive behavioural changes in the community.

#### Support to Formal Education

Nagaliya Kazi Village is located 2 km away from TCL, Babrala. The village didn't have any school close by and hence none of the children in the village were sent for schooling. TCL intervened in the year 1996 and built a school for the village and handed it over to them. However, because of lack of proper local management, the school hasn't been functioning for the past 11 years. Since education is one of the development indicators of the community, TCSR strived to motivate the villagers to send their children to school. 'Nagaliya Siksha Samithi' was set up to run the school with some of the villagers and teachers as its members. TCSR assisted this committee in identifying the issues and in addressing them in the right way. An effort was also made to convince the government to include this school under its jurisdiction and thus bring various government schemes and facilities to this school. As a result of this, today, there are more than 82 students from surrounding villages, who are attending the school regularly and are getting complete support from their families as well. The government has also agreed to consider taking up the responsibility of the school.

## INFRASTRUCTURE DEVELOPMENT PROGRAMME

Building and improving the available infrastructure raises the living standard of the rural population. In the area around the fertilizer complex at Babrala, most of the villages had no approach roads and the internal roads were covered in knee-deep slush especially during the rainy season. Improving infrastructure becomes imperative for the development of the community. Infrastructure development projects act as entry point activities, building contact with the rural communities and help establish relationships for undertaking other community development activities.



Culvert construction in progress

#### Brick Paved Tracks

The villages surrounding the fertilizer plant at Babrala had very poor approach roads and internal roads. In the



Brick paved tracks construction

beginning, bricks paving of these roads was taken up in collaboration with CAPART. After the completion of this programme, TCSR in collaboration with rural residents

has continued the task of bricks paving. At present 99% of the internal roads in five villages have been paved. Before starting construction, area wise meetings were conducted seeking participation of the rural community. The residents thus motivated, decided to take up earthwork for levelling the roads. TCSR then completed the bricks laying on the prepared surface. During this year, 512 running metres of new bricks paved tracks were constructed in five villages. This is one of the most essential requirements of this region.

#### Culverts

At many places, due to seasonal rivulets that restricted the movement of people, it was necessary to construct culverts and small bridges. During the year, construction of two culverts was completed in two villages.

#### Construction of Boundary Wall and Paving of The School Ground

Construction and repair of school building and providing other infrastructure to the rural schools is a part of development policy of TCSR. On receiving requests from various rural schools, an inspection of the school premises is done to evaluate the requirement of the school. The construction work is taken up in the partnership with the school committees or the Gram Panchayat.

This year the construction of boundary wall, approach road and paving of school ground were done in two schools.

#### Construction of Toilets

To promote sanitation in the villages twin pit or safety tank toilets are also constructed with prefixed beneficiary contribution. This year, 20 toilets have been constructed in five villages.



Construction of Toilets

Health, Education and Infrastructure at a Glance	2006-07	Till Date
<b>3.1 Intensive Family Welfare Programme (IFWP)</b>		
No. of villages covered	96	96
No. of Camps	230	3190
No. of patient treated	4956	51122
No. of Vaccination	1826	45142
<b>3.2 Divya Drishti Projects (Eye camps)</b>		
No. of OPD	1826	10007
No. of cataract surgery	226	1858
<b>3.3 Adult Education</b>		
No. of women educated	400	1546
No. of village covered	5	5
<b>3.4 Sanitation Education Programme</b>		
No. of sanitation meetings	3360	6142
No. of villages	5	5
<b>3.5 Swasth Aangan Programme</b>		
No. of villages covered	50	50
No. of Camps	166	
No. of patient treated	2707	
No. of Vaccination	1617	
No. of ANC	700	
<b>3.6 Nagliya School</b>		
No. of students	82	
<b>Infrastructure Development Programme</b>		
Total length of brick pathway (mts)	626	28336
Number of school repaired	2	10
Number of culverts	2	
Number of toilets and village	20 (5)	111 (5)
Bio Gas Plant	0	34



#### Case Study - Brick Paved Tracks

Gulfan Singh from Noorpur village says "The brick paved tracks and roads constructed by TCSR in our village Noorpur have greatly benefited the common village folk. It has become easier to move around in the village and visit everywhere. The village pathways are now clear of mud and muck. The infrastructure development activities like brick paving, culvert construction and toilet construction have made life easier for the common man in the village".

# Haldia

## Haldia

Haldia located in the Medinipore district of West Bengal is a very busy port and an industrialized area. Many small villages and hamlets are located in this set up. The literacy level is 70% and the living standard of the population is fairly decent. The motivation level of people in the region is high and they are very keen to learn new skills. Currently women have a restricted role in the economic activities. Based on the need assessment & socio-economic study undertaken by an NGO "Ramakrishna Mission Lokshiksha Parishad", programmes have been initiated under natural resource management, Income Generation and health, education and Infrastructure.

## NATURAL RESOURCE MANAGEMENT & INCOME GENERATION PROGRAMME

### Pond Management

Ponds are traditional man-made closed surface water bodies. In rural West Bengal, they are used for fish production, sometimes for irrigation, but mainly for domestic purposes, such as cooking, bathing and washing clothes and kitchen utensils. Pond management is defined as the use, manipulation and control mechanisms of ponds.

The pond management project was initiated, as pond is integral part of Bengali culture yet its potential is untapped. The process includes training to the identified groups, fingerlings distribution to the groups, and regular monitoring of the groups.

The initiative of pond management is in its third year of running. The project is being implemented in 8 villages. Training in scientific pond management is imparted to interested pond owners through Jan Shikshan Sansthan and NIMPITH a Ramakrishna KVK organization.



Model pond

This year, 12 groups from 6 villages have been trained in pond management. The training was on pond maintenance, monitoring of pH of pond water and proper maintenance of pH through addition of lime and cowdung as per necessity. Practical demonstrations were arranged for the group to get acquainted with all aspects of scientific fish farming, including upkeep of ponds, identifying diseases in fishes, scientific preparation and application of fish food and single species and multiple species fisheries techniques.



Pre launch pond management

6 Model ponds are being developed in the villages so that it encourages the larger group. The model pond is for demonstration to the village community and also for experiencing the various problems faced in implementing pond management techniques so as to take appropriate steps and guide the village community for taking proactive measures. The other objective of this pond is to be a source of good quality Red Tilapia fingerlings for the villagers. Red Tilapia is a hybrid fish, which requires low maintenance and is a prolific breeder.

## Promotion of Red Tilapia

A Red tilapia promotional launch was organized by TCSR in February 2008 in collaboration with Benfish, which is a renowned government owned restaurant and Jan Shikshan Sansthan (JSS) at the local Supermarket. The main objective of the event was to create awareness among people about Red Tilapia & help the Self Help Groups link to the local market.

People turned up in good numbers to buy the fish and know more about the fish. Keeping the purpose of promotion in mind, only a small token price was kept for the

fish. The crowd was informed about the specifications of the fish, prevention measures in case of diseases, treatment of the pond, breeding of other fishes and export value of the fish. The local people of Haldia & many Tata Chemicals employees graced the event. The event was a head turner with every visitor to the supermarket coming to the stall and enquiring about the new hybrid fish. According to some visitors, it was an eye opener for them as it could provide a supplementary source of income to many households. Total 24 groups covering 14 villages have been trained in pond management till date.

## Case Study - Dreaming Big



All these years they banked upon their fathers and later husbands for every single penny. Today they not are working hard to earn on their own, but very soon they would make profits and gain mastery in managing the production and marketing. It is one of the success stories of "empowerment" of women. Armed with their domain knowledge about fishes and subsequent training from Tata Chemicals Pond Management - and Red Tilapia Culture - these women from a village called Sreekrishnapur in Purba Medinipur District in West Bengal have dared to look beyond. "We know these fishes are good. Now we want to make them well known in local and international market. Our products have to be of the best quality. Earlier, it was just a question of survival, but today we not just want to survive but prosper and progress too", says Geeta Das, one of the pond owners. Similar is the story of Jharna Das who after facing many adversities, has managed to successfully culture the Red Tilapias in her pond. "It was tough, family pressure was tremendous because nobody wants to invest in a perceived risky new avenue, also untimely and heavy monsoon was a real pain, next year it would be better... Definitely better" - she speaks with eyes gleaming with hope and confidence.

The Pond management initiative faced trouble mainly due to following reasons:

1. Non adherence to the prescribed Training Manual: pond owners preferred traditional way of preparing and maintaining the pond
2. Family pressure: venturing into new avenues where the market scope is still not clear was perceived as foolhardy
3. Heavy Monsoon: most of the ponds had over flowed

But the women dared everything and today they are brimming with joy and pride when they see their pond turning RED with the fingerlings and the fully-grown fishes. "The training sessions were eye-openers. We got to know that how we can utilize our existing resources to the full extent and make a living out of it. We understood the details of the pond management system and could successfully visualize our work plan. We also realized that if we wanted to progress, then we should not confine ourselves to just one avenue but to try out different initiatives," says Geeta Das. For Jharna it's more about "self-sufficiency" than a better income. "More than a few extra bucks, it's our independence that we cherish. The fact that we are doing our own thing has boosted our morale. I was hesitant to even talk to outsiders, be it women or men. While today I have become far more confident," she says. Both of them are now looking forward to the next year when they feel that they would be able to raise considerable amount of fishes and get good prices also.

**The women of Sreekrishnapur have begun to dream big.**

## HEALTH AND EDUCATION

Health awareness campaigns, Vision 20:20, Support for thalassaemia patients are some of the initiatives launched.

### Health Awareness Campaign

Health awareness sessions were organized in two villages through "VIKALP SOCIAL & CHARITABLE TRUST". The session was on the common diseases prevalent and on stress management. The session was highly informative and appreciated by the gathering. Looking at positive response, it has been decided to conduct such meetings in self-help groups proactively to advocate preventive health care practices.



VIKALP - Stress Management

### Vision 20/20 - Right to Sight

Vision 20/20 aims to eliminate avoidable blindness worldwide by the year 2020, in order to give everyone in the world the Right to Sight. This is a global joint initiative of the World Health Organization and the International Agency for the Prevention of Blindness, with an international coalition of professional bodies, eye care institutions, Non-Governmental Organisations (NGOs) and corporations.

TCSRSD has joined in the global initiative and is regularly conducting eye check up for primary school children. In 2007-08, a total of 1051 children of nine primary schools underwent preliminary checkup conducted by volunteers. Spectacles were given to 5 students and medicine to 11 students. Through the preliminary check-up, cataract was detected in one of the students who was operated upon in collaboration with Vivekananda Netra Neramay Niketan.

### Thalassaemia Support - Blood Donation Camp

Donating blood is our social duty. Every year many people die during surgery only because of not getting enough supply of blood in time. By donating blood, we indirectly save many lives. TCSRSD organizes Blood donation camps twice every year. In April '07, a blood donation camp was organized in collaboration with Sohagi Thalassaemia Hospital for thalassaemia patients. A second camp was held in September '07 with the cooperation of Haldia Sub divisional Hospital where members actively participated in the blood donation camp. A total of 89 volunteers joined the veins to veins chain, this year and donated blood - a gift of life.



Blood donation camp



Vision 20/20 - Right to Sight

## EDUCATION

### Book Bank

A book bank project has been initiated at HALDIA High School. The book bank loans syllabus books for the entire academic year. The book bank covers students from class V till Class XI. The selection of students is based on performance of the student and financial standing of the family. Under the project, textbooks are loaned out to high school students who can retain them throughout the course of studies. The students thus develop a sense of belonging towards the books. And unlike in libraries at the end of the academic year, books are returned to the book bank to be loaned to fresh batch of student.

The management of the book bank is vested with a book bank committee, which includes representatives of school children and teachers. This year 155 students availed the facility of book bank. Two schools have been identified where this project would be replicated. The project has found remarkable support from teachers, students as well as parents.

### Tejaswini

Two domestic management training programs were conducted by Ahmedabad based organization named **Aakar Charitable Trust** for housewives of the employees. This was a holistic individual development program, which facilitates all sorts of topics like work, family, career, children, time, stress and education.

34 women participants attended this program, out of which 15 members have undergone "Training of Trainer" program. The response by the housewives was overwhelming. After having undergone this training, women showed keenness in receiving similar training which would help them develop positive attitude towards life that has a significant impact on quality of life.

### Innovative Methods of Teaching

"Innovative methods of teaching" has been taken up with the help of technical partner 'Vikramshila Education Research society', an NGO. The objectives of training include developing perspective on quality education

among teachers, orienting teachers on various methods & approach of teaching and to develop innovative teaching-learning material to ensure increased participatory teaching learning process. Under this project the teachers are trained on new teaching techniques designed to make learning an enjoyable and interesting process thus reducing the high drop out ratio and low attendance in the primary schools. Karnadhar Smriti Primary School is the first model school where program of "Innovative methods of teaching" has been carried out on a pilot basis and on its successful completion it was decided to replicate the same in other municipal schools. Need Assessment was carried out by the Vikramshila and meeting was held with the teachers. Training is to be imparted this year to 20 teachers of 4 primary school in four phases.

### International Coast Clean up Day

Indian Coast Guard along with Government and non-government departments like army, navy, air force, CISF, municipal authorities, dept of forest, dept of environment etc. organized International coast clean up day along the Haldi River in front of Haldia Township. Volunteers from TCL participated in it and helped in making this initiative a grand success.



International Coast Clean up Day



## Volunteer Programme

Projects at a Glance	2007-08	Till Date
<b>Natural Resource Management</b>		
<b>Pond Management</b>		
Members trained	241	509
No. of groups	12	24
<b>Health Programs</b>		
<b>Vision 20/20</b>		
No. of students covered	1051	3515
No. of schools covered	9	9
<b>Blood Donation</b>		
Blood Donors	89	251
<b>Education</b>		
<b>Book Bank</b>		
Beneficiaries	155	479
Amount collected from 10% of cost of books	2946	6052
<b>Innovative Methods of teaching</b>		
No. of Students	155 (same beneficiaries)	155 (same beneficiaries)

The culture of volunteering has been always intrinsic at Tata Chemicals. Volunteerism in community development programs is one of the integral components of the Community Development Policy. Volunteering promotes better interaction of the employees with the community. It sensitizes them to the needs and aspirations of the community and helps develop a feeling of communion with the society. The volunteer programme also offers an opportunity for the employees to give back to the society and strengthen the bond with the community in which they work and live. The challenges and experiences derived from volunteering go a long way in developing leadership, communication and other skills, which may help in their personal and professional development. The greatest advantage is the satisfaction gained from contributing to meaningful change in the society. The constant interaction with the employees helps the community to comprehend the level of commitment of the company and foster positive relations. The family members of the employees are also encouraged to volunteer for different initiatives. This gives them a chance to serve the society in their own capacity and develop their awareness of the community.

The volunteers opt for programs, in which they have interest and competence. As per requirement, trainings and capacity building programs are arranged for volunteers. Several initiatives are designed, keeping in perspective the maximum involvement of volunteers. Volunteers breathe in new energy and enthusiasm and bring in a fresh spurt of innovative ideas in various programs.

### Volunteer data for 2007-08

Location	No. of volunteers	Volunteer hours
Mithapur	282	17934
Babralla	282	6258.5
Haldia	151	666

### Best Volunteers of the year

Location	Best Volunteer	Volunteer hours
Mithapur	Makoda Daud Kasu	1350
Babralla	Deepak Giri	146
Haldia	Dharampal Singh	320

A reward and recognition scheme has been instituted to appreciate the efforts of volunteers. The feedback from volunteers also ensures improvement in various initiatives.

### VOLUNTEERS SPEAK

#### Mithapur

Mr. Kirtibhai Dave works as an operator with the power plant department at Mithapur. A man of few words, he believes that his work speaks for him. In his 37 years of service with Tata Chemicals, he had been an active volunteer for all community development programs. Still, the satisfaction of having made a difference to the community eluded him.

Kirtibhai was constantly looking for ways to contribute his might for the development of the society. He found an opportunity, when the Rural Entrepreneurship Development project was launched in 2004. TCSR had been looking for volunteers with specific skills, who could devote their time for entrepreneurship development in the youth of the region. Kirtibhai decided to test his mettle. After going through a written test and an interview, he was finally selected to be trained as a trainer for the entrepreneurship development programme. Kirtibhai received intense training for from ICECD faculty at Mithapur 15 days and at Ahmedabad for another 15 days. The training gave him the knowledge and confidence to conduct enterprise development trainings for youth. According to Kirtibhai, I got hands on training in all aspects of rural enterprise development program. Since I was more interested in marketing, I was taken as a resource person for the same. My work included conducting market survey, identifying products suitable to the location and ensuring forward and backward linkage for the entrepreneurs. Since then, I have had the good fortune of guiding quite a few entrepreneurs and taking them for exposure visits to markets at Jamnagar, Khambaliya, Dwarka and Rajkot. It gives me immense satisfaction, when I see the positive results of my efforts. There is nothing nobler than helping a person earn his livelihood. TCSR gave me the opportunity of a lifetime to pursue my dreams. The experience in the rural entrepreneurship development project has helped me grow as a trainer as well as a human being.

This year I was offered a chance to visit Haldia, as a reward for being one among the best three volunteers. I cherish the experience of helping others and look forward to more such opportunities in the future.”

#### Haldia

##### **You make a living by what you get, but you make a life by what you give.**

Angshuman Sahu an employee of DAP is an active volunteer for various community development initiatives. He has been trained in scientific pond management. He believes in teaching the new generation that the greater pleasure in life lies in the art of giving rather than receiving. That the best thing we can do with our lives is to use them in the service of other people. He actively takes part in vision 2020 program. “When I first met those kids I felt that I do not know whether I can make a difference to their lives or not but yes they certainly can make a significant difference to me and my life”. One of the most memorable incidents etched in my mind relates to the interaction with parents whose child had undergone cataract operation. They were really thankful to TCL for conducting eye camp for the primary school children. He believes that the magnitude of our social problems will require that all citizens and institutions make a commitment to volunteering as a way of life and as a primary opportunity to create needed change.

##### **An appeal for volunteering by the volunteer**

There is a tremendous strength that is growing in the world through... sharing together, praying together, and working together. So let's join hands for better tomorrow.

#### Babrala

Mr. Hemal Chhatrala is working since January 2006 in the Electrical Department of TCL. He had an opportunity to work for the community under the umbrella of TCSR. A keen volunteer, he never misses any opportunity to volunteer in community development projects.

According to him, “I got a chance to know the various initiatives undertaken by TCSR through the volunteer program. I particularly got a lot of exposure to the rural milieu while attending various programs like animal

husbandry camps, Lifeline express and Eye camps. My skills in areas unrelated to my work have improved and I have gained more confidence through involvement in community development programs”.

Hemal feels that exposure given by TCSR has helped him to understand the socio-economic situation of the community. His major area of interest is health sector. He gets immense satisfaction while taking care of patients in eye camps as well as other medical camps. He believes that there still needs a lot to be done in this field, as the health scenario of Badaun district is dismal. While volunteering, he gained new experiences and learnings, which he inculcates in his day-to-day life for his personal development and the development of the community.

Hemal is of the opinion that each person has a moral responsibility to work for the upliftment of downtrodden people who hardly get a role to play in the society. He says, “The satisfaction gained from bringing a new ray of hope in the lives of others is matchless”.

#### Way Ahead

**“A beginning is only the start of the journey to another beginning”.** Every achievement during the past year has thrown up more challenges and greater responsibilities for the organization. True, the learnings have emboldened us to set eyes on new horizons in every endeavor. In our quest to ensure a balanced growth of society, we are still learning and unlearning the development concepts time and again.

Across locations, our focus would be on comprehensive development of the community with a special emphasis on contributing to the achievement of millennium development goals.

Institution building towards growth as a training and resource centre would be one of the prime agendas during the coming year. Integrating the components - efficient and technically qualified human resource, infrastructure and necessary resources would be the challenge in waiting.

Structured Documentation would be attempted for capturing tacit and explicit data through process documentation, case studies, training modules etc., to build up a knowledge base for future.

Holistic development of society is only possible through development in the social and economic front. Undertaking impact studies for measurement of impact, understanding of the gaps, ideation and consequent creation of model villages through integrated development would be undertaken. Mainstreaming the socially disadvantaged class of society through various projects under affirmative action programme would be accorded top priority.

Women's empowerment and livelihood generation are two contemporary issues crying for attention. In our effort to increase prosperity of the region, we plan to intensify the livelihood generation programme through the rural entrepreneurship development, Business process outsourcing, vocational training and natural resource management. Self-help groups would be strengthened and more and more women would be brought into the fold of handicrafts projects. Skill development for income generation activities, leadership development and social empowerment activities would be given prominence.

Environmental programs have always occupied the pride of place in our development scheme for the community. With a view to maintain the ecological balance of the region at Mithapur, a programme named Dharti Ko Arpan, which encompasses regeneration and conservation of mangroves along the coasts of Okhamandal, coral reef protection etc. has been designed. In addition, we plan to intensify the ongoing prestigious environmental programmes like “Save

the Whale Shark Campaign” and the “Asiatic lion conservation project at Gir”, which have considerable national significance.

We believe that partners, be it government or non-government organizations add tremendous value to a project, in terms of their technical guidance and financial support. Partnership with organizations would be strengthened and platforms would be created for sharing resources and knowledge for development.

Consultancy services to other organizations and representation in advocacy forums would set the organization on its path to be counted as an NGO of repute and addressing issues of regional and national importance.

The coming year will see an emphasis on sensitizing and mobilizing the support of more and more employees for community development activities and providing an opportunity for students from regional colleges and foreign countries to study and contribute to the development of the region.

TCSR has always striven to do sustainable programs through participatory development in partnership with all concerned. We hope to continue our effort to facilitate communities to take the onus of their own development in their own hands, both releasing and realizing their potential in the true sense.

**TCSR managing committee members:** Mr. Homi Khusrokhhan - President, Mr. R Mukundan - Vice President, Mr. B. Sudhakar - on behalf of Tata Chemicals, Mr. S.C. Kalani - Hon. Treasurer, Ms. Alka Talwar - Hon. Secretary, Mr. Rishi Pathania - Asst. Hon. Secretary

**TCSR patron members:** Ms. Janki Andharia, Mr. K. C. Shroff, Mr. Prasad Menon, Mr. Shankar Venkateswaran

**Members:** Mr. P. K. Ghosh, Mr. Kapil Mehan

**The Team:** Ms. Alka Talwar - Head Community Services & Honorary Secretary - TCSR

**Mithapur Team members:** Rishi Pathania, H.V.Kamani, Rehana Sheikh, Satish Trivedi, Manish Thaker, Pankaj C Varia, Anilsinh R.Vadher, Dodia N N, Ramji Nayani, Bhasha Patel, Sreedurga, Saroj Jadeja, C H Dabhi, Dharmishtha

**Babrala Team members:** Prantik Sarkar, Harpal Singh, Mukesh Babu Solanki, Shubha Sharma, Dr. Manoj Kumar, Dharendra Singh, Mahendra Singh, Niranjana Singh, Manju Kumari, Kamlesh Sharma, Naresh Pal, Shankar Devi, Ganga Prasad, Mamta Sagar, Mohar Pal, Nekram

**Haldia Team members:** Alope De, Suruchi Roy