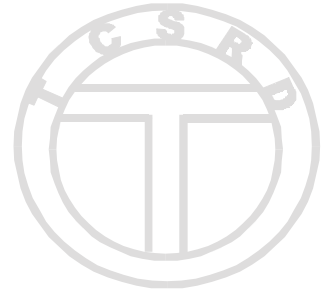


# Enriching Lives

Tata Chemicals Society for Rural Development

Sustainability



Participatory



Transparency



Volunteerism

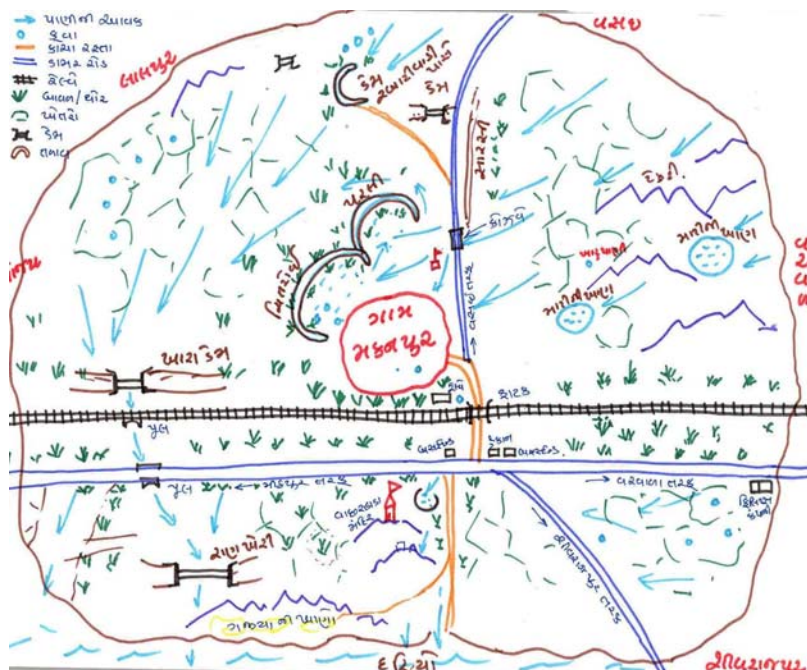


Partnerships

**Annual Report 03-04**

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## Introduction



### Sustainable approach to Community Development

Sustainable development is about ensuring a better quality of life for everyone, now and for generations to come. It is about finding a balance between today's economic, environmental and societal needs without jeopardizing the development chances of the future generations. The concept of sustainable development is a part and parcel of Tata Chemicals Society for Rural Development's (TCSR) community development focus; wherein building capacities, creating awareness and behavioural change are as important as ensuring current economic gains. The year 2003-04 took us a step further in our journey towards integrated sustainable development in our target areas.

#### The History:

In 1980, Tata Chemicals Society for Rural Development (TCSR) was established by Tata Chemicals Limited (TCL) with an objective to promote development and foster welfare activities in the Okhamandal Taluka, the area where the company owns and operates its chemical plant.

An Integrated sustainable Regional Development Plan for Okhamandal was launched in August 1991 that was a proactive approach that provided for development strategies. Analysis of the comprehensive data created was the basis of development activities. Activities were divided into *Development Activities* - that gave direct economic gain, and *Service Activities* - that gave no direct gain but were never-

theless important for the socio-psychological development of the people.

In March 1992, TCSR was activated in Babrala region of Western UP - the site of Tata Chemicals' fertiliser plant.

In November 2000, the guiding principles being followed by TCSR for community development were formalised in a community development policy

#### Community Development Policy

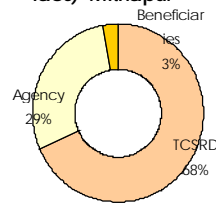
Tata Chemicals Limited pledges itself to serve the community by:

- Designing, evolving and implementing sustainable community development programs in its area of influence, that lead to measurable socioeconomic development of the community.
- Involving the beneficiaries in all stages of the process in the true spirit of participatory development.
- Having a focused and transparent beneficiary selection criteria, that provides for equal opportunity, favours the economically weaker sections and promotes enthusiasm.
- Partnering and networking with central and state governments, development bodies and NGO's to implement appropriate community development programs.
- Involving the employees in volunteering for community development programs.

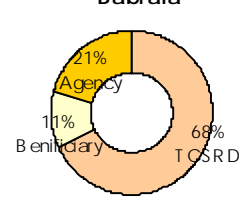
Mithapur and Babrala regions have contrasting development regimes. While the emphasis in the Mithapur region is on rainwater harvesting and conservation, the crux of development in the Babrala region is agriculture.



Total Expenditure (Rs.62.85 lacs) Mithapur



Total Expenditure (RS 48.71Lacs) Babrala



## Reflection

The year 2003-04 took us a step closer to our long term objective. The journey continued with many new interventions along with ongoing programs, both at Mithapur and Babrala. Most significant new programs were integrated watershed development in nine new villages, adult literacy through a system developed by TCS, improvement in drinking water through low-tech water filters and a domestic management program (Tejasvini).

This was also the year when base work for programs that will be taken up during the next year was done. This base work included community interaction and engagement, training and exposure to projects implemented by other organizations and pilot programs for the "Center for Rural Entrepreneurship".

The second social audit was conducted that showed an improvement on various counts including an improvement in the community's perception about us. The overall community satisfaction index moved from 0.51 to 0.69.

### Thematic Focus

Looking at the constituent parts of human development, interventions were redefined from development and service activities into three parts viz. natural resource management, rural entrepreneurship development targeting rural livelihood through self-help groups and health, education and infrastructure.

### Natural resource management

Mithapur : Integrated Watershed Development program. Watershed development remains the thrust area as it has a direct impact on agriculture – a major employment generating activity in the region.

Babrala: Integrated Agriculture Growth program. The main focus in this region is "agriculture" and it is also the core competency of Tata Chemicals' Fertiliser Division.

### Rural Entrepreneurship

Establishment of self-help groups and income generation activities through them. This also includes handicrafts Development at Mithapur

### Health, Education and Infrastructure

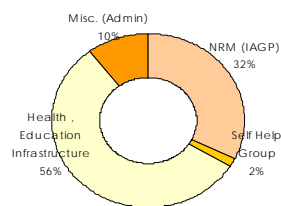
Mithapur : Roads, various infrastructure improvements in villages such as – cattle sheds, windmills, repair/ additional facilities to rural schools water stand posts and projects under the 11<sup>th</sup> finance commission program ( roads, hand pumps, water storage tanks etc.) , first aid training and quality of life training.

Babrala: Intensive Family welfare program (targeting the dismal maternal and infant mortality rate), Adult education, Eye camps, construction of brick paved tracks, sanitation program and promoting water filters.

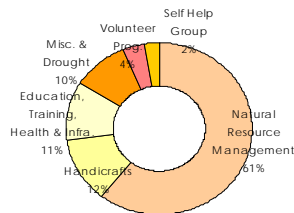
### Achievements during the year

Significant achievements at both locations included increased participation of volunteers and increased engagement of nearby community through formal meetings.

**Total Expenditure, Babrala  
(Rs.48.71Lacs)**



**Total Expenditure - Mithapur  
(Rs. 62.85 lacs)**



### Mithapur Region

- Watershed project set itself a goal of ensuring harvesting and use of 80% of rainwater and integrated projects from DRDA, TCSR & SRTT into one goal.
- Efforts put into handicrafts paid off and sales increased from Rs.1.64 lacs last year to Rs.3.42 lacs this year. The long-term target is for each participating woman to earn Rs.2000/month from this project.
- Focus on new self-help groups led to the establishment of 40 new groups. The groups were able to raise Rs2.10 Lacs as bank loan for their income generation activities. Long-term target is establishment of 200 groups covering 2000 households.
- Initiation of rural enterprise through pilot training program.

### Babrala Region

- Success of the adult literacy program indicated an enthusiasm by women for literacy.
- Increase in community participation in our programs.
- Results of the sanitation and drinking water awareness drive through the Child's Environment Project and the Intensive Family Welfare Program, reflected in high demand for the low-tech water filters.
- Focus on setting up new self-help groups both male and female led to the setting up of 10 women's groups and 16

men's groups taking the total to 40 women's groups and 20 men's groups. Next years focus would be consolidation, push for income generation and linkage with other funding sources besides banks. Focus of the men's group would be to integrate with the agriculture growth program. Long-term target is of setting up 200 groups covering 2000 Households.

- 192 bhigas of land were covered under the "Diversification of agriculture" program.

### Future Direction:

TCSR's vision is to undertake projects that are sustainable, are consistent with the spirit of the Tata Group, the values and vision of Tata Chemicals Limited and reflect the needs and concerns of the community and environment.

It also aims at building replicable models of development looking not only on field level implementation but also on establishing an outreach function that documents, shares the learnings and provides training.

### Programs/Projects

The programs and projects of TCSR are divided into three themes:

- **Natural resource management (NRM)**
- **Rural Enterprise/ Rural Livelihoods (RE)**
- **Health, Education & infrastructure (HEI)**

These three themes reflect the human

## Reflection.....



development index. To provide consistent focus on these three themes TCSR aims to eventually spin off into separate work groups/ Societies.

**NRM:** Focus on the five 'J's i.e. Jal, Jangal, Janwar, Jamin & Jan ( Water, Forests, Animals, Land and People)

**RE:** Focus on improving rural Livelihoods through rural enterprise and income generation activities including handicrafts. Long-term aim is of setting up a Rural enterprise campus at Mithapur with branch centers at locations of interest to us.

**HE& I:** Continue the family welfare program at Babrala; focus on adult education through functional literacy program; support hygienic behaviour through the sanitation program. Infrastructure development would be based on requests from villages preferably limited to a maximum of 15% of our efforts and resources.

### Challenge

The real challenge in this endeavour is sustainability. To address this challenge, each intervention would necessarily have to ensure a withdrawal plan.

At the core of all activities would be the concept of village committees, mahila mandals, yuvak mandals and self-help-groups. These groups would work as the medium for implementation of projects and also be a part of the withdrawal strategies of the projects. Capacity building of these groups and networking activi-

ties with other NGOs would be expanded to replicate successful programs and to ensure sustainability.

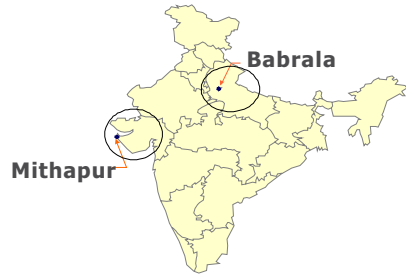
A stronger focus on youth and women would also be a part of TCSR's strategy, as youth are our future generation and women play a very crucial part in ensuring sustainable future.

Partnerships and networking would include:-

- Joint funding
- Expertise
- Designing and initial implementation of program with capacity building of locals, handholding and handing over to local agencies for implementation.
- Partnerships with agencies such as ICICI bank, LIC , NABARD in joint programs for Rural Enterprise.
- Partnerships for Marketing; agencies that market goods and services generated through our programs

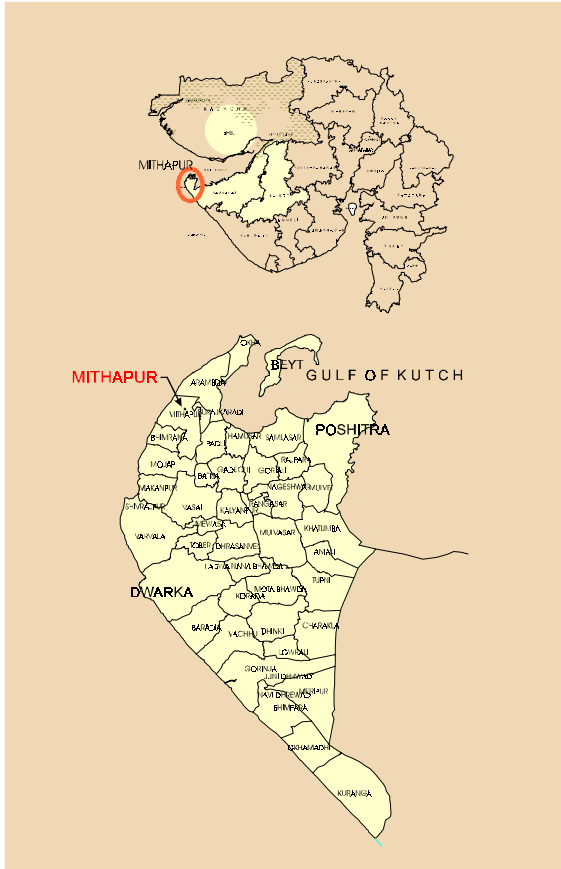
TCSR would be the mentor and facilitator. It would undertake subsequent monitoring during implementation and evaluation of the programs thereby creating models of development that are scalable and replicable.

# Area of Interest



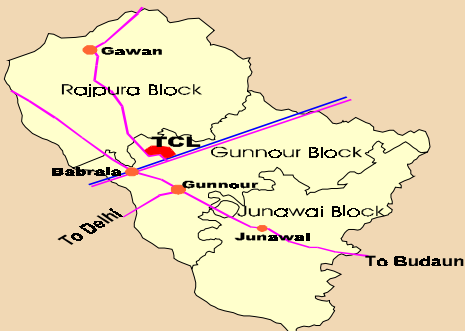
## Mithapur Region:

Mithapur is located on the western most tip of the Saurashtra peninsula of Gujarat. This region in the Jamnagar District of Gujarat is one of the most drought prone regions of the country, but still agriculture is the predominant activity in this region. Vaghers constitute the main community in this region, with Lohana, Rajputs, Ahirs, Muslim, Rabaris and Harijans making up the rest. The region consists of 42 villages wherein developmental work is carried out. Relief work is location specific depending on the need of an area and most often it is in the districts of Jamnagar and Rajkot.



## Babrala Region:

Located in the Ganga basin, Babrala is a part of Badaun District of Uttar Pradesh. The sphere of activities includes the three development blocks of Rajpura, Gunnaur and Junawai. Yadav's constitute 81% of the population with Goswamis, Muslims, artisan communities like Kumhars, Jatavs, Koris, Telis and other scheduled castes making up the rest. Agriculture is the most important occupation followed by cattle rearing. The Rajpura Block has 67 gram Panchayats, Gunnaur Block has 58 Gram Panchayats and Junawai has 54 Gram panchayats.



## Mithapur



### Natural Resource Management

As this region is a severely drought prone area, water management is of prime importance for the development of this region. TCSR has been focusing its energies towards this end and has systematically implemented the integrated watershed development project in this area. Once water availability is ensured, downstream projects targeting land improvement, animal husbandry, afforestation are also being taken up. Participatory approach, capacity building, training and exposure visits all add to sustainable results.

#### Integrated Watershed Development

TCSR on its own and also in collaboration with DRDA has been implementing the watershed development project.

The DRDA sponsored project in which TCSR is the program implementing agency has already covered 3000 hectares of land belonging to six villages. Currently, work is in progress in 5500 hectares covering eleven villages. TCSR has also taken up construction of water harvesting structures in other villages covering a total of twenty seven villages. These structures include well recharge, deepening and de-

silting of ponds/community wells and construction / repair of check dams. Total quantity of water storage capacity created through these structures is approx. 150 million cubic feet of water.

#### Case Study : Ajabha Bhikhabha Sumaniya - Watershed Dhinki



Dhinki has five medium water harvesting structures to store rainwater. Beneficiaries are allotted different dams for their use and Ajabha has been utilizing water from Bukheria dam. The dam water has helped irrigate crops such as Chilly, groundnut, green gram, jowar and bajri. Ajabha has an engine pump for irrigation.

Explaining the process Ajabha says: "The entire cost of construction of this dam was about Rs.5.00 lacs and the user group paid 5% of the cost, partly through cash and partly through labour.

Training in watershed project was also provided and a five day tour to Junagadh district to show other watershed works was done. I along with five other persons of my village participated in this tour.

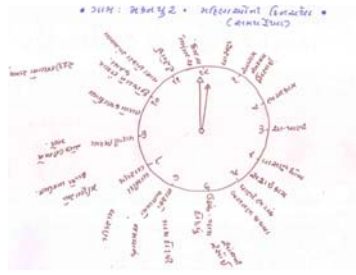
This dam can serve 50 farmers if it is full to its capacity. Construction of this dam and the subsequent storage of rainwater has facilitated irrigation of crops. As a result of this, income levels have gone up. General prosperity is testimony to the direct and indirect benefits of the watershed program. Kuchcha houses have been replaced with pucca houses. The area now bears a green look.

I feel that more dams should be built so that more rainwater can be stored and utilized for irrigation and drinking."

| IWDP Activities   | 2003-04                | Cumulative |
|---|------------------------|------------|
| Medium dams   | 16 nos.                | 103 nos.   |
| Small Structure   | 128 nos.               | 759 nos.   |
| Deepening of Community Well   | 5 nos.                 | 20 nos.    |
| Supply of HDPE bags to TDO, Dwarka for Boribund Dams                                | 40000 nos.             | 40000 nos. |
| PRA training Programme  | 1 no.                  |            |
| Cluster Level Training Programme for watershed project(180 members from 9 villages) | 3 nos.                 |            |
| Exposure Visit (149 members participated)   | 3 nos.                 |            |
| Visit to other NGOs for watershed project & SHG exposure                            | 5 NGO                  |            |
| Roof Rain Water Harvesting Structure  | Planning for next year |            |



Natural Resource Management .....



**Methodology:** The most important aspect of this project is people’s participation. To ensure this, extensive training programs, awareness drives and exposure visits to other project sites are incorporated. Village watershed associations, committees and user groups are formed for implementation. Prioritization, decision making and methodologies for sharing of water are all worked out in consultation with the committees.

**Agriculture Development**

Downstream to the watershed development program are agriculture interventions. The main emphasis is to create awareness about different varieties of crops and seeds and to make available the seeds that have proved to be successful in this area. Promotion of horticulture and plantation are also a part of this program.

During this year, employee volunteers enthusiastically participated in the plantation program along with rural school children and rural youth and planted twenty one thousand saplings. The survival rate of these saplings is around 60%.

**Biodiversity Reserve Project**

The aim of this project is preservation of native biodiversity. Indigenous vegetation of Okhamandal is fast depleting due to severe browsing and the rampant spread of the exotic weed “Ganda Baval (*Prosopis Juliflora*)”. The biodiversity reserve project is an ex-situ approach to protecting the native indigenous vegetation. The current project is ongoing in 30 Acres, which have been afforested with 12 native species of vegetation and 18 species of herbs ( incl. endangered species like gugal). The project is being implemented with the support of employee volunteers. Collection of seeds of native plants from the wilderness of Okhamandal and also nursery activities for raising seedlings of other indigenous plant species is in progress. The seedlings will be planted during the coming year.

| Agriculture & Biodiversity                    |          | 2003-04        | Cumulative         |
|---|----------|----------------|--------------------|
| Hybrid Bajra Seeds Distribution (221 farmers) | bags     | 832 bags       |                    |
| Horticulture & Forest Saplings Distributed    | Saplings | 21892 Saplings | 38207 saplings     |
| Wind break plantation                         |          |                | 49820 saplings     |
| Crop Demonstration                            |          | 4 nos.         | 37 nos.            |
| Total villages covered                        |          | 21 villages    |                    |
| Bio-diversity project (30 acres)              |          |                | 15 acres completed |
| Grassland Development                         |          |                | Preplanning        |

## Natural Resource Management .....



### Grassland Development

Grassland development project has been taken up with an aim to restore degraded village common lands and reclaim vast stretches of saline wastelands. Preliminary activities such as site survey for land reclamation, selection of grass species, collection of grass seed, obtaining of necessary clearances from village Panchayats and the required pre-monsoon preparations for the project were completed with the active participation of the village community. Implementation will be taken up during the coming year.

### Animal Husbandry program

Animal Husbandry and dairy farming is a vital part of the rural economy. It forms the secondary occupation of the communities of Okhamandal. Quite a large population of Okhamandal is traditionally involved in raising goats and sheep, which are mostly raised on crop residue and scant fodder. Animal Husbandry programs include health care services, vaccination drives and exposure of cattle owners to new techniques and methods of animal husbandry and dairy farming.

### Future Direction

TCSRDR's experience has shown that the traditional watershed treatment approach addresses to a large extent the problems

| Animal Husbandry Programs | 2003-04       | Cumulative   |
|---------------------------|---------------|--------------|
| De-worming Health Camp    | 30,574 cattle | 78554 cattle |
| FMD vaccination           | 90 animals    |              |
| Animal Health Camp        | 6847 animals  | 7059 animals |
| Total villages covered    | 12 villages   |              |

of environmental degradation and low biomass production through physical treatment of land and water and works as a livelihood enhancement measure. This approach is further strengthened through the "watershed plus" approach. The watershed plus approach extends the benefits of the watershed project through greater focus on soil and conservation measures, appropriate support irrigation, micro-irrigation, agriculture extension of appropriate low water use high value crops and also on drudgery reduction through systems for making drinking water easily available.

Also, in this low rainfall area, where every drop of water is crucial to the survival of the community, TCSRDR has set for itself a larger goal of ensuring harvesting and optimizing use of 80% of all rainfall in selected target villages.

Ground work done during the current year towards the "Watershed Plus" approach would be implemented by TCSRDR during the coming years. This includes DRDA watershed planning, initiation of a salinity ingress mitigation project that includes roof rainwater harvesting, promotion of micro irrigation and integration of TCSRDR's effort through preparing of Micro-plans for each watershed structure. Pilot projects for grassland development would also be taken up. Successful demonstration of these would be models for development in the coming years.



## Income Generation Program

In an area where rainfall is scanty and erratic, it is even more essential that TCSR undertake programs that target increase in income generation opportunities. Also, a significant proportion of the poor remain uncovered under the natural resource management program since they are either landless or are marginal farmers. Therefore they do not adequately benefit from the natural resource management programs. Income generation program focuses on micro-enterprise development aiming at building capacities through extensive training, helping identify enterprise opportunities and through linkages for finance and marketing.

### Self- Help Groups

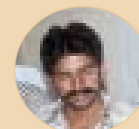
The first step towards establishment of micro-enterprise/ income generation is the formation and promotion of Self-Help Groups. This process was initiated by TCSR as a part of the Watershed Development Program. Initial success of the program and demand from other villages has taken this program to 17 villages.

Looking at the need of the area, this year there has been an additional push for

| Income Generation Activities    | 2003-04       | Cumulative    |
|---------------------------------|---------------|---------------|
| New Self Help Groups formed     | 40 Groups     | 82 Groups     |
| Number of Women members         | 548 women     | 1139 women    |
| Number of male members          | 138 men       | 286 men       |
| Bank Loan given                 | 6 Groups      | 13 Groups     |
| Bank Loan                       | Rs. 2.10 lacs | Rs. 3.80 lacs |
| Revolving Fund given            | 23 Groups     |               |
| SHG Training                    | 9 training    |               |
| Tailoring Training              | 2 villages    |               |
| Environment day celebrations    | 3 villages    |               |
| Save Grain training             | 50 women      |               |
| Training on quality of life     | 19 couples    |               |
| Beauty parlour training         | 10 members    |               |
| Rural Entrepreneurship Training | 34 members    |               |
| Carpentry Training              | 28 Men        |               |
| Food Processing Training        |               | 278 members   |
| Total villages covered          | 19 villages   |               |

establishment of youth groups. Many groups have now moved on to a stage wherein there are increased small savings, internal leading and small economic activities.

### Case Study : Surubha R Vadher - Self-help Group Bhimrana



Surubha is 25 years old and has studied till 8th standard. He lives in Bhimrana village and is a member of the self-help group since the last three years. He still recalls the day when officers from TCSR visited the village and organized a meeting wherein 25 youths participated and the benefits of forming a self-help group was discussed. The next day, they all agreed to be a part of a self-help group and deposited Rs.100/- savings and Rs. 5/- as membership fees. A bank account was opened in BOB-Mithapur in the name of "Rajput Yuvak Mandal". Surubha says " We were sitting idle and heard about SHG's working in other places. We thought of forming one and were able to do so with the help of TCSR and are happy to have one".

Their SHG has a deposit of approx. Rs.16,000/- and has provide a loan of Rs.5000/- to a member for his sister's marriage. He further narrates, " SHG functions properly and all members deposit their money by 15th of every month. Through small savings every month a large sum has been collected and utilized for various purposes; the members do not have to go to any agency or individual for loan and are saved from unnecessary exploitation. Members, who need money, can get it from SHG capital formed through their small savings. People are taking an initiative to form new groups encouraged by the success of our Self-help Group"

## Income Generation Program .....

# OKHAI



### Handicrafts Development

This area is richly endowed with skills for producing exquisite embroidered handicrafts and the promotion of these handicrafts has been central to providing alternative sources of livelihood for the women.

About 150-200 women members of self-help groups are engaged in this activity supplementing their household incomes by Rs200 to Rs1500 per month. With a target of ensuring Rs 2000 per month to around 200 women, extensive extension activities were taken up. These included improvements in the quality of work, designs, back end production processes including raw material sourcing, work planning and introduction of new products.

To promote market linkages and ensure better returns, handicrafts of this area are being promoted under the brand name "Okhai".

| Handicrafts                   | 2003-04                                 | Cumulative  |
|-------------------------------|---|-------------|
| Total beneficiaries           | 200 women                               | 200 women   |
| Total villages Covered        | 10 villages                             | 10 villages |
| Handicraft Training Programme | 39 women                                | 250 women   |
| Handicraft Exhibition         | 5 nos. ( at Jamnagar, Rajkot & Harshad) |             |
| Handicraft Sale (Rs.Lacs)     | 3.40                                    | 8.46        |

### Rural Entrepreneurship Development

Till date, primary focus of improving incomes was on locally viable small initiatives (local raw materials and markets) involving existing skills. Most of these are individual efforts as opposed to a group effort wherein all funds are either sourced through their savings or through banks.

To ensure sustainability a need for formalizing the approach through a concentrated program that ensured multiple skill building was felt. This was translated into a pilot program that included preparation of a basic outline of the Rural enterprise development program.

### Future Direction

The strategy for improving rural livelihoods is multipronged. Promotion of Okhamandal handicrafts and backward integrating to include inputs by youth groups would be pursued.

Rural Enterprise development would focus on establishing centers for rural enterprise that would provide all the necessary training and opportunities for linkages. Self-help groups would remain the backbone of the rural enterprise development program



## Health, Education and Infrastructure

### Health & Sanitation

The mithapur hospital run by Tata Chemicals provides health care in this region. Mobile clinic services for the nearby community are also provided by the hospital. TCSR's role is only as a facilitator for improving primary health services in the villages by providing training in first aid to the rural youth and women and dai training to the traditional birth attendants.

To proactively improve health, TCSR has this year started the sanitation program wherein many school children were made aware about the need for sanitation through innovative games.

### Infrastructure Development

Infrastructure development in the region is taken up based on the requests raised by various villages.

Each request is evaluated based on prior-

ity accorded by the villagers. All infrastructure development efforts are participatory in nature where the community, TCSR and employee volunteers contribute.

### Tejasvini

Tejasvini- a domestic management program that targets the Urban Housewife, aims to address the need for providing guidance to the housewives so that they can enhance their abilities through better awareness. She then becomes more capable at guiding her family through the ongoing changes in life.

| Health & Sanitation                       | 2003-04       | Cumulative     |
|---|---------------|----------------|
| First Aid Training Programme (8 villages) | 24 volunteers | 118 volunteers |
| Mid wife training                         |               | 60 mid wife    |
| Personal Hygiene & Sanitation Awareness   | 9 villages    |                |
| Rural Sanitation Preplanning              |               |                |
| Pulse Polio                               | 13 villages   |                |

| Infrastructure Development                         | 2003-04    | Cumulative |
|--|------------|------------|
| Road Repair  | 2 villages | 4 villages |
| Construction of water storage tank                 | 2 villages | 4 villages |
| Construction of Cattleshed                         | 3 villages | 9 villages |
| Construction of Stand Post & laying pipeline       | 2 villages | 3 villages |
| Construction & repair of School Compound Wall      | 2 villages | 9 villages |
| Construction of Children's Park                    | 1 villages | 1 village  |
| Preparation of Cricket Ground                      | 1 village  | 1 village  |
| Construction of Underground water Hand Pump Repair | 1 village  |            |
| Construction of mainroad                           |            | 8 Kms      |

## Health, Education & Infrastructure .....



It strives to work on instilling a positive attitude while enhancing and increasing the spectrum of their perspective. In addition, domestic management empowers women to manage their resources more suitably and live in an environment that is both safe and healthy.

The program was formalized with the help of Aakar Charitable Trust – Ahmedabad, various TCL departments ( Safety, hospital, Environment, Town admin. & CD) and Mithapur Stree Samaj. A formal manual for conducting the program was prepared and volunteers trained for conducting the program. Facilitators from Aakar Charitable Trust , Ahmedabad aided in conducting the program and acted as mentors for the selected housewives who had volunteered themselves as facilitators for the program.

The program covers the following areas:

- a) Interpersonal relationships
- b) Positive Thinking
- c) Parenthood
- d) Safety, Health, Environment
- e) Women's Rights and legal outlook
- f) Domestic Budget
- g) Superstitions

The program culminates with a visit to the workplace of their husbands. Till date, 100 housewives have been covered under this program.

### Drought Relief

Tata Chemicals Limited has always stood by the people of Okhamandal especially during stressful times; whenever the need arose has always taken up relief activities. This year too the community faced an acute shortage of drinking water and fodder for their cattle. Drought relief activities were taken up that included cattle feed supply, deepening /desilting of community wells and water supply to no source villages.

### Future Direction

Health, education and infrastructure would continue to be mainly a volunteer effort in this region combining the efforts of the community and volunteers. The main target of development would be behavioural change to ensure sustainable benefits from these interventions.

| Drought Relief               | 2003-04     |
|------------------------------|-------------|
| Cattle feed Distribution     | 305 M.T.    |
| Deepening of Community Wells | 15 wells    |
| Injection Well               | 1 no        |
| Village Covered              | 41 villages |

## Babrala



### Natural Resource Management

Natural resource management initiatives in this region are through the Integrated Agriculture growth program. This program combines agriculture growth through improving agriculture practices, quality inputs, land improvements, diversification of agriculture and animal husbandry. This is the most important intervention of TCSR in this area and is also aligned to our core agri business.

#### **Integrated Agriculture Growth project ( IAGP )**

Integrated Agricultural Growth Project targets improving the fertility of soil, improving yields, diversifying risks of agriculture and increasing awareness levels. It also integrates animal husbandry development which is an activity interlinked with agriculture.

**Land Reclamation** aims at improving fertility of saline lands. This region, which for most part is fertile, has some pockets called 'Usar Land' that is severely saline. Land reclamation process that is a direct implementation of lab to land technology, involves lands leveling, bunding, application of gypsum, leaching of salts and green manuring with Dhaincha. The complete process takes about a year and a half to complete and results in land that becomes very suitable for cultivation. TCSR has made more than 300 acres of wastelands suitable for agriculture through this process.

| Land Reclamation         | 2003-04    | Cumulative  |
|--------------------------|------------|-------------|
| Total Land reclamation   | 10 hectare | 300 hectare |
| Total number of farmers  | 28         | 731         |
| Total number of villages | 6          | 10          |

**Farmers Training** is one of the most important program as it ensures the sustainability of agricultural interventions. The activities undertaken include training programs on agricultural practices and current trends, exposure visits to kisan melas and demonstration sites and also the distribution of relevant literature. The aim of this intervention is on increasing the awareness levels of the target groups so that they can easily adopt agriculture growth measures.

**Agriculture Growth program** is geared towards improving productivity through use of best agricultural practices and inputs. The stress is on using agriculture growth measures in the standard rabi crop. i.e. by using high quality seeds, balanced use of

| Farmer's Training            | 2003-04                                   | Cumulative |
|------------------------------|---|------------|
| <b>Motivation training</b>   |   |            |
| Number of farmers            | 211                                       | 879        |
| Number of villages           | 24  | 33         |
| <b>Visit to kisan mela</b>   |   |            |
| Number of farmers            | 158                                       | 595        |
| Number of villages           | 10  | 15         |
| <b>Demonstration plot</b>    |   |            |
| Number of farmers            | 4   | 19         |
| Number of villages           | 1   |            |
| <b>KB Pump demo.</b>         | 12  | 12         |
| <b>Printed material</b>      | From Merrut and Pantnagar Universities    |            |
| <b>Seed distribution</b>     |   |            |
| Number of farmers / villages | Preplanning for 100 farmers of 5 villages |            |

## Natural Resource Management .....



fertilizers, timely irrigation, modern pest and weed control measures and the use of modern sowing techniques for optimal growth.

The program was initiated in one village as a model. Looking at the success, it has since been replicated in three villages. TCSR helps the farmers by providing interest free loans so that they can bear the additional cost of adopting these methods. The success of this program is evident by the loan repayment percentages that range from 98% to 100%, a rare phenomenon in the rural sector, particularly in U.P.

**Diversification of Agriculture** ensures that risks associated with farming are minimized while increasing the returns. It aims at convincing the farmers to diversify

| <b>Agriculture Growth Program</b>  | <b>2003-04</b> | <b>Cumulative</b> |
|--|----------------|-------------------|
| Number of beneficiary  | 310            | 1,113             |
| Number of villages covered   | 3              | 3                 |
| Total revolving loan   | 7,69,656       | 18,00,498         |
| Loan repayment   | 1,82,674       | 12,09,994         |
| Since last four years of the program loan repayment is between 98% to 100% |                |                   |

| <b>Diversification of Agriculture</b> |                         | <b>2003-04</b> |
|---------------------------------------|-------------------------|----------------|
| Total number of villages              |                         | 18             |
| Total number of farmers               |                         | 70 farmers     |
| Training programme                    |                         | 4/179 farmers  |
| Total land under cultivation          |                         | 192.27 Bigha   |
| Ø                                     | Lauki                   | 8.3 Bigha      |
| Ø                                     | Torai                   | 15.6 Bigha     |
| Ø                                     | Bhindi                  | 27.99 Bigha    |
| Ø                                     | Karela                  | 10.3 Bigha     |
| Ø                                     | Chilli                  | 3.0 Bigha      |
| Ø                                     | Cabbage                 | 5.0 Bigha      |
| Ø                                     | Cauliflower             | 7.0 Bigha      |
| Ø                                     | Brinjal                 | 9.5 Bigha      |
| Ø                                     | Capsicum (Shimla mirch) | 2.0 Bigha      |
| Ø                                     | Pea                     | 18.0 Bigha     |
| Ø                                     | Musk Melon ( Kharbuja ) | 85.5 Bigha     |

from growing traditional cereal crops like – Wheat, Bajra, and Maize to growing other high value crops such as vegetables, flowers, medicinal crops etc. in a small portion of their land.

In addition to technical knowhow, TCSR also assists in the procurement of agricultural inputs, group formation for collective growing and marketing, establishment of market linkages and also integration with government programs.

### **Animal Husbandry development**

focuses on improving animal health through health and vaccination camps and on improving returns through extension of dairying activity by collaborating with "Pradesh cooperative Dairy federation.

### **Future Direction**

Integrated Agriculture growth program would focus on increasing the number of farmers adopting both agriculture growth measures and diversification of crops. This would help establish stable market linkages for agriculture and dairy produce, ensuring better returns from the small landholdings and animal husbandry activities. Linkage with self-help groups would ensure sustainability of these processes.

| <b>Animal Husbandry</b>     | <b>2003-04</b> |    |
|-----------------------------|----------------|----|
| <b>Beneficiary</b>          | <b>Village</b> |    |
| HS vaccination              | 7310           | 14 |
| Green fodder demonstration  | 263            | 3  |
| Pashupalak Mitra            | 2              | 2  |
| Anti-sterility camp         | 362 animals    | 42 |
| Breed improvement           | 4              | 3  |
| Extension of dairy activity | village        | 5  |
| <b>FMD vaccination</b>      |                |    |
| Extension of Murrah buffalo | 19             | 2  |





## Income Generation Program

Where landholdings are small and population is high it is imperative that any development effort focuses on income generation programs. Activities that are downstream to agriculture and animal husbandry are given greater focus. The first step is formation of self-help groups, which ensures finances and collective team based work culture.

### Women's self -help group

The aim of the project is to empower women, especially of the economically weaker sections, to bring about their economic independence. Savings and inter-lending have been initiated. At present 40 groups have been formed.

### Men's self -help groups

One of the main initiatives towards rural self-sufficiency and capacity building is the promotion of male self-help groups. These are also conceptualized as a medium for gradual withdrawal of various agricultural growth interventions. Strengthening of groups and developing credit linkages

assures credit supply at minimum interest rates to its members. TCSR aims to promote group income generation activities through training, exposure visits, and credit linkages. This would lead these groups to greater self-sufficiency.

### Vocational Training project

The TCSR vocational training center has, through the years, been providing various types of vocational training to rural youth and women. The aim is to improve the quality and efficiency of skills and strengthen the capacity needed for self-employment. Vocational training project has been instrumental in provid-

|                                      | 2003-04       | Cumulative | 2003-04     | Cumulative |
|--------------------------------------|---------------|------------|-------------|------------|
|                                      | Women's Group |            | Men's Group |            |
| Number of SHG                        | 10            | 40         | 16          | 20         |
| Number of Village                    | 3             | 27         | 8           | 11         |
| Number of members                    | 143           | 558        | 257         | 306        |
| Total savings                        | -             | 6,30,960   | -           | 1,18,360   |
| Total loan amount by members         | -             | 18,91,060  | -           | 1,26,000   |
| Loan repayment                       | -             | 9,74,650   | -           | 92,400     |
| Balance loan                         | -             | 9,17,210   | -           | 33,600     |
| Total Interest                       | -             | 1,19,532   | -           | 9,605      |
| Number of group in first grading     | 7             | 31         |             |            |
| Number of group in second grading    | 3             | 13         |             |            |
| Number of group in CCL               | 9             | 21         |             |            |
| Number of loan proposal              | 11            | 21         |             |            |
| Number of loan approved              | 5             | 5          |             |            |
| Number of workshop for group members | 1             | 10         |             |            |
| Number of exposure visit             | 2             | 4          |             |            |

## Income Generation Program .....



### Case Study : Menakshi - Self-help Group

Menakshi is one of the seven members of a joint family. She is 26 years old, literate (2nd std.) and is a housewife. She is also a member of the Baba Mahila Mandal since Feb 2001. Menakshi says that she had to initially convince her husband and father-in-law to join the self-help group. The group initially started with savings of Rs. 21 and have now increased it to Rs. 31. The group have managed to save approx. 15000 rupees. The group also has Rs.25,000 from their bank as cash credit limited.

Menakshi says " The program has made a difference to my life. I feel more secure because I can easily access money at very low interest rates. I have already taken three loans - Rs. 800 for irrigation, Rs.5000 for potato plantation and now Rs.10000/- for purchasing a buffalo. I have repaid all loans, with repayment periods varying as per need. Greater economic security has enabled SHG members to start new activities."

Menakshi believes that the women of her village have participated wholeheartedly in the program and benefits of the programs are clearly visible.

ing training in many trades. This year's focus was sewing cum stitching and typing Hindi and English.

The duration of the training program was six months. Beneficiaries were selected from rural areas of Rajpura, Gunnour and Junawai blocks. A total of 57 trainees took advantage of this program this year. Till date 175 men and 385 women have been benefited.

### Future Direction

TCSR has identified income generation as being the key for addressing the employment needs of this area. The establishment of the fertilizer complex brought with it a number of job opportunities but the need for ensuring a means of livelihood to the youth who have benefited with better education and awareness is the crying

need of this area.

A Rural Entrepreneurship Development program (REDP) that is linked with self-help groups would target this issue and would be the focus of TCSR's plan. The program would provide training for identification of possible income generation activities, preparation of project plans, identification of markets and linkages for finances. The aim would be to finally establish a REDP center providing long term benefits to the area.

### Case Study : Kaushalya - Vocational Training Kail

Kaushalya, 27 years old lives with her husband, two sons and a daughter. A meager income of Rs.20,000 / year makes it tough to meet all expenses. Under TCSR's vocational training program she got herself enrolled for the sewing and stitching course.

The adage " practice makes a man perfect" truly applies to her. To begin with she started working on her own clothes during her leisure time. As time passed by, her perseverance and patience paid off and she improved on her basic training.

Having reached perfection she started looking for work. Slowly neighbours and relatives started giving her work. This provided her further opportunity to work. Now her work demands more time and attention. She is busy managing her household and vocation with enthusiasm.

She charges a nominal amount for her work but is sure that her experience and expertise would fetch her more money. At present she supplements the household monthly income by approximately Rs.200 to 300.

Kaushalya says "The benefits of community development are going to the needy beneficiaries. Level of income, awareness among masses, health & sanitation, standard of living has definitely gone up after Tata Chemicals factory started operations.

People should shed their negative attitudes and extend support to the TCSR staff by participating in community development programs."



## Health, Education and Infrastructure

In an area that has the dubious distinction of having one of the worst maternal mortality rates and infant mortality rates, health education, sanitation and infrastructure development are of utmost importance. All three areas are given special emphasis and TCSRDR has taken up projects such as Integrated Family welfare project, Child's Environment project, Literacy drive (computer based functional literacy) and promotion of water filter for improving drinking water quality.

### Integrated Family Welfare Project (IFWP)

The IFWP was initiated in April 2002 in collaboration with PFI, New Delhi, to cover the entire Gunnour block. The project addresses the dual issues of reproductive and child health in the area.

The area presents a dismal scenario in maternal and child mortality as well as fertility rate of women. The target group for the project is women and men in the reproductive age group and children below 5 years.

The year 03-04 saw the completion of phase one of the project. The project is divided into three phases. The first phase covers half of Gunnour Block(48 villages), the second phase the other half and the third phase is a withdrawal phase where programs to ensure sustainability are done in the complete block.

This year in the target 48 villages, a total of 10615 patients were treated for various ailments. This brings the cumulative figure to 23378 for the past 2 years. Vaccination doses for the previous year was 5194 and the cumulative figure for 2002-2004 is 10005. First aid training was given to 52

untrained medical practitioners( people providing alternative medicines in the villages) through St.John's Ambulance Association, Lucknow. Refresher dai training was given to 49 traditional birth attendants through Vatsalya, Lucknow. Contraceptive counseling and IEC activities like, screening video films on small family, vaccination etc., separate meetings for

#### Case Study : Sunita Yadav - Intensive Family Welfare Project (IFWP)

Sunita is 30 years old and belongs to the yadav caste. She is a housewife with no formal education and is a member of a joint family of eight members. Their annual income falls between 20000 to 40000.

As a part of TCSRDR's IFWP, Sunita received immunization both for herself during pregnancy and for her child. She also sought medical treatment for her child and received various medications during her pregnancy.

She says that " In my village TCSRDR is currently immunizing pregnant women and infants, disseminating health care information, and distributing medicines to pregnant women by means of a mobile van."

She has taken advantage of the TCSRDR's village volunteers and sought their advice about proper nutrition during pregnancy and also about other health related services.

She is aware that the project provides the following services to pregnant women: Physical examinations, IFA tablets, Tetanus injections, B.P. Checkups and advice on breast feeding and diet. Services and information regarding family planning are also provided.

Health, Education & infrastructure .....



women and men, poster exhibitions in all the mohallas of the villages, school programs and rallies were carried out. A mid line survey for the project is planned to assess the effectiveness of the interventions.

From now onwards, the second phase of the project will be initiated. In the target area of the first phase, programs that aim at slow withdrawal and linkage with the Primary health center will be done to ensure sustainability.

**Divya Dristhi project**

This project occupies a pride of place amongst TCSR's interventions. Herein elderly patients, blinded due to cataract, are operated upon, and the gift of sight restored to them.

The program is conducted in collaboration with the Gandhi Eye Hospital - Aligarh. A number of employees of TCI volunteer to make this program a huge success.

Due to demand for affordable eye operations by the rural poor the frequency of the eye camps, which were an annual affair, has been increased to twice a year.

**Child's Environment Project (CEP)**

The UNICEF sponsored CEP officially closed but TCSR decided to continue its effort and complete implementation of

| Eye Camp                                 | 2003-04 | Cumulative |
|--|---------|------------|
| Total number of registered patient (OPD) | 1168    | 4854       |
| Total number of villages covered         | 188     | 188        |
| Total number of cataract operation       | 205     | 883        |

prioritized interventions in six of the target villages.

This included construction of toilets, improving the sanitation of rural schools and improving village sanitation through brick paved tracks and drainage channels.

**Sanitation program**

Sanitation program by TCSR has been taken up in earnest as an offshoot of the CE project. Awareness on sanitation built up in the rural areas, is being translated

| CEP Villages      | Work done   |
|-------------------|---|
| Aurangabad        | School repair ( Boundary wall & floor )                         |
| Kauakhera         | <u>Brick paved track &amp; drainage channel</u>                 |
| Bhojpur           | Brick paved track & drainage channel                            |
| Akbarpur          | Brick paved track & drainage channel                            |
| Daraoli / Majhola | Brick paved track & drainage channel & Toilet construction - 5, |
| Khalilpur         | Drainage channel & Toilet construction - 18                     |

**Case Study : Ramkishan, Kail**

Ramkishan is 70 years old and has seen many ups and downs of life. He has participated in meetings, farmer fairs, agriculture and animal husbandry programs.

He recalls that Infrastructure development programs in the villages are being facilitated by TCSR for more than eight years. TCSR had constructed brick paved tracks and drains in his village. He says - " The condition of the village approach road and lanes has improved a lot. People now walk comfortably without any fear of slipping off and getting hurt. Bullock carts and vehicles can move on the roads very easily, water logging has been minimized due to proper channels for drainage.

Besides, construction of toilets has not only provided a better facility to the village but also created much needed health and sanitation awareness among beneficiaries. It is also safer and convenient to use them especially at night and is definitely a comfort for the villagers."

## Health, Education & infrastructure .....



into construction of two pit and single pit toilets. TCSR aims to motivate and help 80% population of three villages to construct and use toilets.

### Domestic water filter project

This project was initiated on a pilot basis and is another initiative that is the direct result of the CE project. The importance of this project lies in the fact that unclean drinking water leads to diseases, especially diarrhea, which results in many infant deaths in the villages.

The concept of these filters was developed by TCS and TCSR sent a team who learned the method of making these low cost rice husk based water filters. The project aims to promote the use of these low cost water filters. As of date, 20 filters have been distributed to economically weaker sections.

### Adult Education

Under the volunteer program the Ladies Club of Babrala took up the task of adult literacy for village women. 21 girls / women learnt to read and write through this program. Monitoring of the project was done and looking at the good response from villagers and enthusiasm of

volunteers, it is proposed to replicate the project for a broader audience.

### Computer based functional literacy project (CBFL)

CBFL is a process to hasten the adult literacy Program through use of computers. It is in multimedia form and includes music, stories and pictures with attractive colors in Puppet show method that makes it very interesting for adults. Through this approach it attempts to teach the basic skills of reading and writing to villagers especially women, within a time span of 90 hours (3 months). The project was initiated in the village of Pawari and 36 women are currently participating. The project will be replicated in another four villages.

### Infrastructure development program

Development of infrastructure, i.e. roads, culverts, schools, hospitals etc. is the most visible development activity. Most of infrastructure development is demand based and the current focus is on infrastructure development work in the five adjoining villages of Baghou, Mehua, Pawari, Kail and Noorpur.

### Future Direction

TCSR aims to continue IFW project along with all the other initiatives. Just as IFWP targets the complete block making a significant difference, TCSR plans to take up CBFL in the complete block with an aim of making the area functionally literate.

| Infrastructure                         | 2003-04      | Cumulative |   |
|--|--------------|------------|---|
| Kharanja,                              | 608.2 R mtr. | 23,972.68  | R |
| Culverts                               | 0            | 8          |   |
| School repair                          | 4            | 5          |   |
| Hospital repair                        | 0            | 2          |   |
| Compost pit school                     | 5            | 5          |   |
| Sanitation<br>Construction of latrines | - 52         | 110        |   |
| Rural electrification                  | -            | 3          |   |



## Volunteer Program

Volunteer program provides employees with an opportunity to use their practical or technical skills to help the rural community. It also helps to develop links with the local community, improve public relations and also offers employees personal development opportunities.

Employees and their families involve themselves in projects and initiatives that help in improving the quality of life of the surrounding community.

Volunteering in Community Development initiatives is challenging and enjoyable. The program strongly believes that everyone can 'make a difference', that each individual is capable of giving something of value to the community. It also helps in building volunteers confidence, developing skills and helping to achieve more than expected.

This year volunteers put in 10,395 hours at Mithapur and 3581.5 hours at Babrala. The volunteers deigned and implemented certain programs by themselves.

### The current years volunteer effort included the following programs:

- Adult education
- Survey and evaluation of projects for watershed, self-help groups, salt workers' children education, well recharge, Sanitation program, AH program, Agriculture Growth
- Plantation and Biodiversity project - (Plantation, collection of seeds)
- Shram daan – Watershed Program, Cattle shed construction, pond deepening, Cricket ground preparation,
- Participatory Rural Appraisals
- Training for Self-help groups – Accounts, Communication, capacity building etc.
- Personal hygiene and sanitation awareness program
- Health camps, eye camp, Cattle camps Pulse Polio and IFW project
- Domestic management program
- Handicrafts development
- Gadhechi Children's park, Wind mill Repair
- Rural Enterprise development

**The Team :**

Vivek Talwar, Shantonu Dasmohapatra, S.B Shah, Alka Talwar, H.V.Kamani, Satish Trivedi, Rehana Shaikh, Manish Thaker, Pankaj Varia, Anilsinh Vadher, Pragna Dani, Bhavesh Rawal, Bhasha Patel, Kamlesh Ladola, Rishi Pathania, Krishna Gopal Yadav, Harpal Singh, Dharendra Singh, Niranjan Singh, Devswarop Sharma, Kamlesh Sharma, Manju Kumari, N. Sreedurga, Dr. Nishant Kumar, Ashutosh Kumar, Mamta Sagar

**Summary of Expenditure**

| Projects                                      | Expenditure / Contribution in Rupees Lacs |                |               |               |               |                |               |               |
|---|---|----------------|---------------|---------------|---------------|----------------|---------------|---------------|
|   | 2002-2003                                 |                |               |               | 2003-2004     |                |               |               |
|   | TCSR/ TCL                                 | Funding Agency | Beneficiaries | Total         | TCSR/ TCL     | Funding Agency | Beneficiaries | Total         |
| <b>Natural Resource Management</b>            |   |                |               |               |               |                |               |               |
| Agriculture, Watershed and Land reclamation   | 28.30                                     | 10.20          | 6.40          | 44.90         | 28.04         | 15.53          | 1.50          | 45.07         |
| Animal Husbandry Development                  | 1.90                                      |                | 0.60          | 2.50          | 2.21          | 0.45           | 2.63          | 5.29          |
| <b>Income Generation Programme</b>            |   |                |               |               |               |                |               |               |
| Vocational Training, Cottage Industries & SHG | 5.10                                      | 2.60           | 0.10          | 7.80          | 8.18          | 2.78           |               | 10.96         |
| <b>Education, Health &amp; Infrastructure</b> |   |                |               |               |               |                |               |               |
| Rural Infrastructure & Rural Energy           | 8.70                                      | 5.60           | 2.60          | 16.90         | 14.20         | 3.96           | 2.05          | 20.21         |
| Education & Health                            | 15.50                                     | 17.10          | 0.70          | 33.30         | 9.57          | 5.48           | 0.95          | 16.00         |
| <b>Misc. Programme</b>                        |   |                |               |               |               |                |               |               |
| Misc. Exps and Employee Participation Prog.   | 6.10                                      | 0.90           | 0.30          | 7.30          | 12.64         | 0.13           |               | 12.77         |
| Relief Work                                   |   |                |               |               | 119.85        |                |               | 119.85        |
| <b>TOTAL</b>                                  | <b>65.60</b>                              | <b>36.40</b>   | <b>10.70</b>  | <b>112.70</b> | <b>194.69</b> | <b>28.33</b>   | <b>7.13</b>   | <b>230.15</b> |

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