
 Institute of Rural Research and Development (IRRAD)
(An initiative of the S.M. Sehgal Foundation)

Working Together to Empower Rural India




IRRAD Team

" Never doubt that a small group of committed citizens can change the world. Indeed, it is the only thing that ever has",

Margaret Mead

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Vision


IRRAD envisions rural people across India motivated and empowered to make their lives more secure and prosperous through education, better health, improved skills and supportive governance

Mission

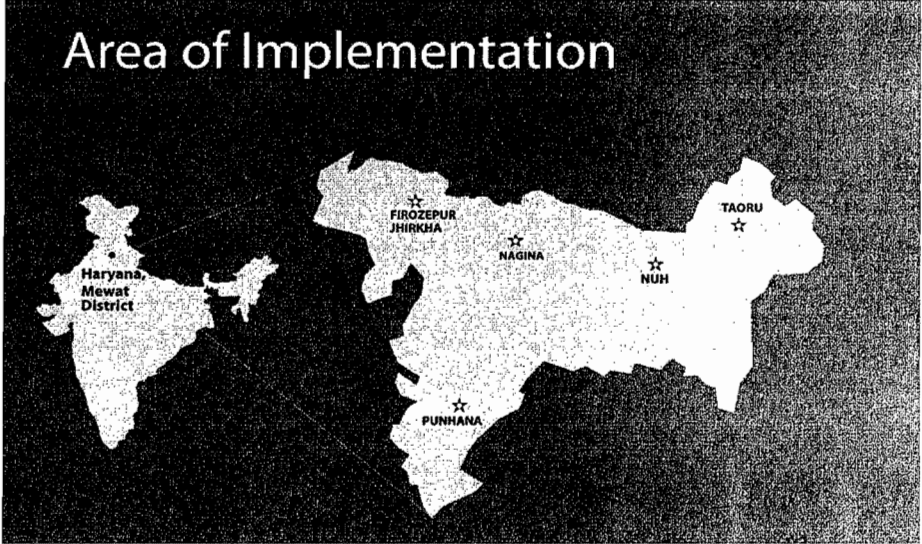
To implement Integrated Sustainable Village Development (ISVD) in select village clusters, build capacity in rural development, undertake rural research, improve village governance, and serve as a premier knowledge institution for rural development and poverty reduction in India




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Area of Implementation



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 Mewat at a Glance

- Villages: **419**
- Population: **1.1 Million**
- Sex Ratio: **906:1000**
- Literacy Rate: **56.1% (Female Literacy : 37.6%)**
- Percentage of fully vaccinated children: **8.04%**
- Institutionalized Deliveries: **7.01%**
- Family Size: **6**
- **48.5%** of girls marry before 18 Years
- Only **14.8 %** Institutional deliveries
- Only **16.2 %** access to toilet facilities



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Development Issues in Mewat

- Ground water is the only source of water
 - About 70% of the district has saline ground water
 - Over exploitation and fast depletion of limited fresh water pockets
 - High level of contamination-Nitrates, Fluoride and Iron
- Agri-based economy
- Lack of awareness about government programs
- Inadequate devolution of powers to Panchayats



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Starting Out-Confronting Rural India

Starting out

- Donor Civil Society Organization (CSO) by funding quality CSO's
- Changed to an Implementing CSO, continued limited funding

Need Based Approach

- Large family size and low income is a vicious cycle
- Reduce family size and increase income seemed a logical goal

Service-Delivery Approach

- Reality intruded on this plan
- Multi-disciplinary, integrated approach is required for village development

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Service- Delivery Approach (ISVD)

<p>RURAL HEALTH Reproductive and Child Health (RCH) Hygiene and Sanitation Curative Linkages</p> <p>WATER MANAGEMENT Collection Conservation Purification Wastewater Disposal</p> <p>ALTERNATIVE ENERGY Solar Energy Low-cost Energy Solutions</p>	 <p>INTEGRATED SUSTAINABLE VILLAGE DEVELOPMENT (ISVD)</p>  <p><small>INSTITUTE OF RURAL RESEARCH AND DEVELOPMENT An Institute of IIM Shri Ganganagar</small></p>	<p>INCOME ENHANCEMENT Primary Agriculture Secondary Agriculture Enterprise Development</p> <p>LIFE SKILLS EDUCATION Vocational Training Social Skills Support to Schools Non-formal Education</p> <p>COMMUNITY MOBILIZATION Village Champions Interest Groups Women Empowerment</p>
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Rights Based Approach (RBA)

- Scaling-up of ISVD model requires substantial financial support from donor agencies. Without scaling-up, impact is limited
- Realization that implementation at the grassroots alone is not enough. Need good local governance and supportive bureaucracy. Found both to be lacking
- This Led us to modify our strategy and adopt the Rights Based Approach with emphasis on Good Governance
- Landmark legislations to provide new constitutional rights to the people gave further impetus to Rights Based approach

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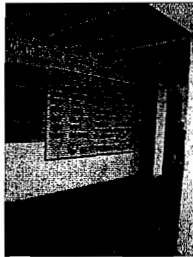
RBA-Legislative Acts and Schemes

ACTS


- National Rural Employment Guarantee 2005
- Right to Education 2010
- Right to Information 2005

Schemes/Programs

- Public Distribution System
- Mid-Day Meal Scheme
- Integrated Child Development Scheme

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RBA – Capacity Building



Empowerment of community

- Community Participation
- Creating awareness on their rights derived from Legislative Acts, and schemes

Capacity building of community based organizations

- Panchayat (Village Council)
- Village Education Committee
- Village Health Committee
- Village Development Committee


Good Governance Now!

Campaign

IDEA 6 Villages 35 Volunteers 2008	51 Villages 287 Volunteers 2010	500 Villages 2012	2020 All India Movement
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Lessons Learnt

1. Small innovations can have a big impact, and those that are replicable and scalable need to be demonstrated and promoted on a large scale.
2. Sustainability can be achieved by empowering villagers to take ownership of their own development by building the capacity of key community institutions.
3. Adopted RBA as a concept in 2008 and initiated it in six villages in 2009. It has now reached 30 villages and is on track to cover all 400 villages of Mewat – one million people positively impacted by 2012.
4. RBA Model: Replicable, Scalable, Sustainable, Applicable World Wide
5. Our ISVD Modules can be scaled up independently. We have partnerships with reputed multinationals in water, education and agriculture, and we welcome new collaborations for any or all of our development initiatives.

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A Premier Knowledge Institute

IRRAD's Four Centers

Natural Resource Management Center

Knowledge generation

Water Management
Land & Agriculture
Forest

Capacity Building Center

Knowledge generation

Education (VEC)
Health (VLC)
Local Government
Community Mobilization

Rural Research Center

Knowledge Synthesize:


Baseline Data
Impact Assessment
Creating Linkages

Policy, Governance & Advocacy Center

Knowledge Dissemination

Public Distribution System
Integrated Child Development Scheme
Right to Information
Right to Education
Employment Guarantee Scheme
Liaison with local official


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IRRAD's Successful Models

- Taruni Program for Adolescent Girls
- Delivery Huts
- Village Health Committee for a clean village
- School Development Program
- "Good Governance Now" Campaign
- Integrated Water Management Program

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Taruni Program for Adolescent Girls

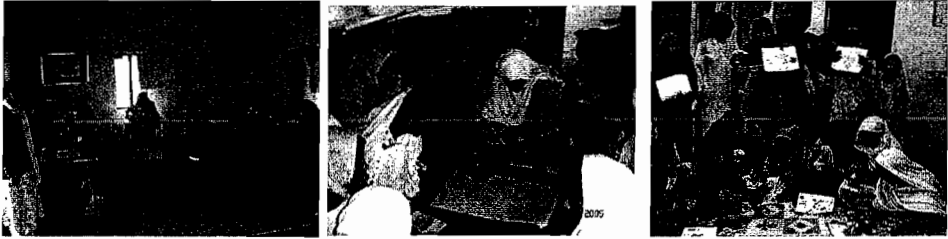
Objective: Improve the literacy and health of adolescents

Activities:


- Establish village level training centers
- Impart structured curriculum for 6 months
 - Basic Literacy
 - Life Skills Curriculum
 - Stitching and tailoring

Impact

- Increase in age at marriage
 - (69% girls got married before 18 years in control villages as compared to 56% girls in intervention village)
- Increase in awareness among adolescent girls about health issues



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School Development Program


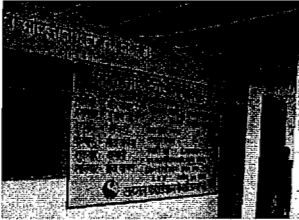

Objective: Building capacities of VECs/SMCs for better education

Activities:


- Training of VECs/SMCs
- Infrastructure support
- Provision of female teachers
- Life skills education

Impact :

- Increase in enrollment (15% of girl child and 26% of boys every year)
- Reduction in dropout rate
- Formation and effective functioning of VECs/SMCs

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Delivery Huts

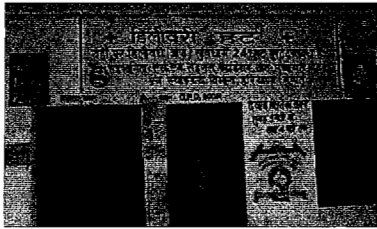

Objective: Safe deliveries and child care

Methodology:

- Infrastructure support
- 24 hour availability of ANM
- Support from Government for consumables
- Panchayat involvement for smooth functioning and greater accountability

Impact :

- Decrease in IMR (28 per 1000 in villages with delivery hut as compared to 93 per 1000 in other villages)
- Increase in Institutional Deliveries (71% in villages with delivery hut as compared to 47% in other villages)

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Village Health and Sanitation Committee (VHSC)

Objective: Effective functioning of VHSCs

Activities:

- Training needs assessment
- Capacity building through "Applied Learning" technique
- Village level sanitation projects

Impact :

- Functional VHSCs
- Budget utilization towards cleaning of village (13 VHSCs accessed Rs.1,10,000 for carrying out sanitation activities in villages)



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"Good Governance Now" Campaign

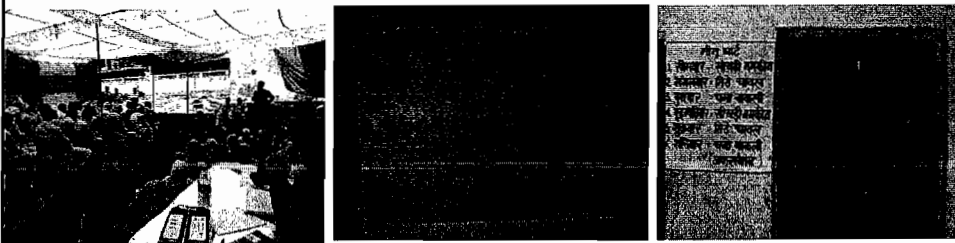
Objective: Bringing systemic change through community empowerment

Activities:

- Training of community using clinical education methodology
- Creating awareness on Rights and Entitlements through governance guides

Impact :

- Increase in awareness among villagers about their rights and entitlements
- Better delivery of services



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Challenges

- Women participation- Cultural and religious issues
- Lack of community ownership of development projects
- Depleting sweet ground water
- Involvement of government functionaries
- Scaling up of our successful models
- Resources-human and financial



The Way Forward - Model Village


Objective: Effective functioning of government programs

Activities:

- Awareness on PRI Act
- Assessment of basic development needs of village with Gram Panchayat
- Development of plans to address these needs
- Synergy with government line departments
- Execution of plans by Gram Panchayat with technical assistance from IRRAD

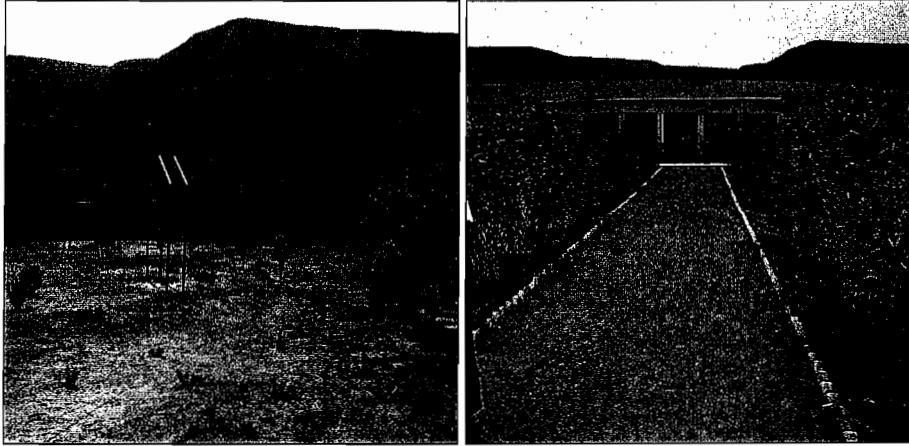
Proposed Outcome:

- Effective and participatory local governance
- Wider outreach of government schemes and programs


 **Demonstration Village - Notaki**

School

Before **After**

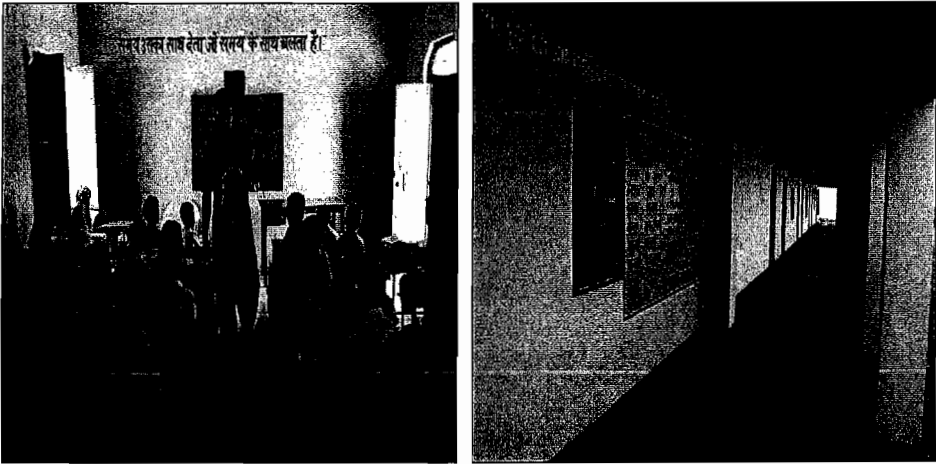


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 **Demonstration Village school**

School

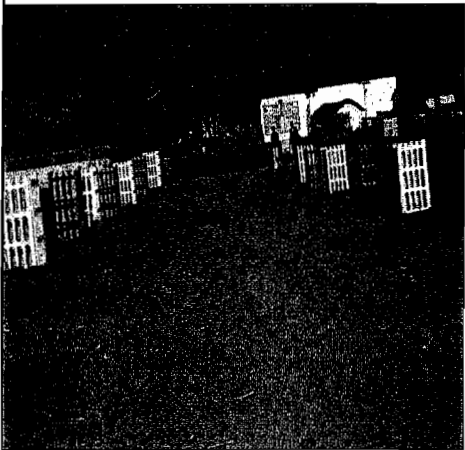
Benches in school **School Corridor**




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 **Demonstration Village - Notaki**


Tree Plantation



Solar Lights




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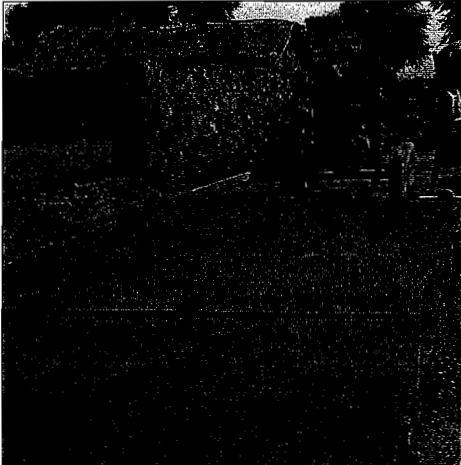
 **Demonstration Village - Notaki**

Road


Before



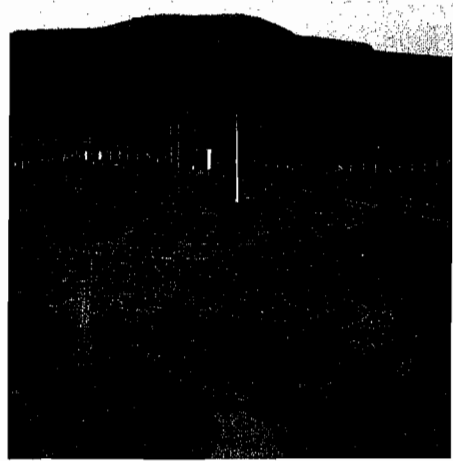

Under Construction




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 **Demonstration Village Notaki**


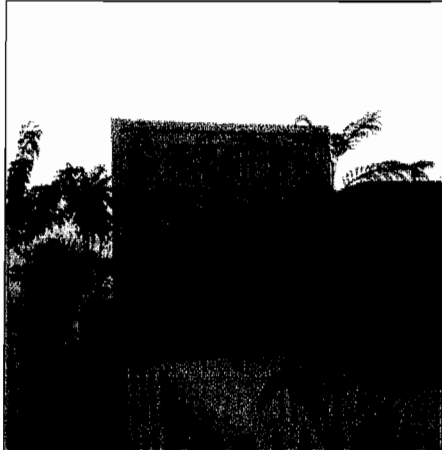
Before **Model Orchard** **After**



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 **Demonstration Village - Notaki**

Delivery Hut



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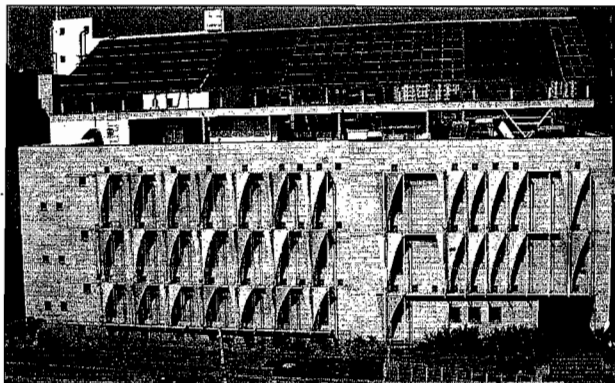



Recommendations

- Facilitate devolution of powers to Panchayat as promised in 73rd Constitutional Amendment
- Provide a platform for other development organizations to work in Mewat
- Commission more research studies to address the development issues in Mewat
- Highlight the development issues of Mewat to donor organizations



IRRAD's Green Building





Creating Awareness – Water Management


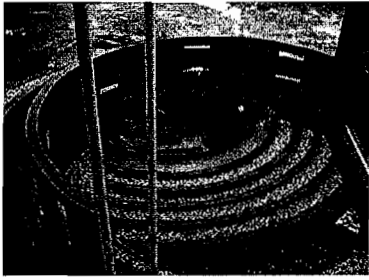
Problem: Dropping Water Table & Scarcity of Water

Collection


- Zero run-off site
 - Roof Water Harvesting (400,000 Ltrs. Storage)
 - Ground water recharge

Conservation

- Minimal use of water
 - Low water consuming plantation
 - Water efficient sanitary fittings
- Waste Water recycling
 - Utilized for flushing & irrigation
- No load to the municipal Sewage Treatment Plant



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Creating Awareness – Energy

Problem: Increase in Demand for energy
Dependence on fossil fuels
Environment Degradation

- 35 Kw Solar Power
 - All essential energy loads met
- Solar Water Heaters
- Energy efficient design
 - Insulated Building
 - Shading devices as temperature control
 - Emphasis on Natural Light & Ventilation
 - Reflective roof finish

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Thank You

Working Together to Empower Rural India



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