



सेवा सद्भाव विकास

Shroffs Foundation Trust

25th June 2015



सेवा सद्भाव विकास

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Vision

"Each soul is potentially divine. The goal is to manifest the divinity within, by controlling nature. Do this by work or worship or psychic control or philosophy – by one or more or all of these – and be free. This is the whole of religion...doctrines or dogmas or rituals or books or temples or forms are but secondary details."

Swami Vivekananda



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Mission

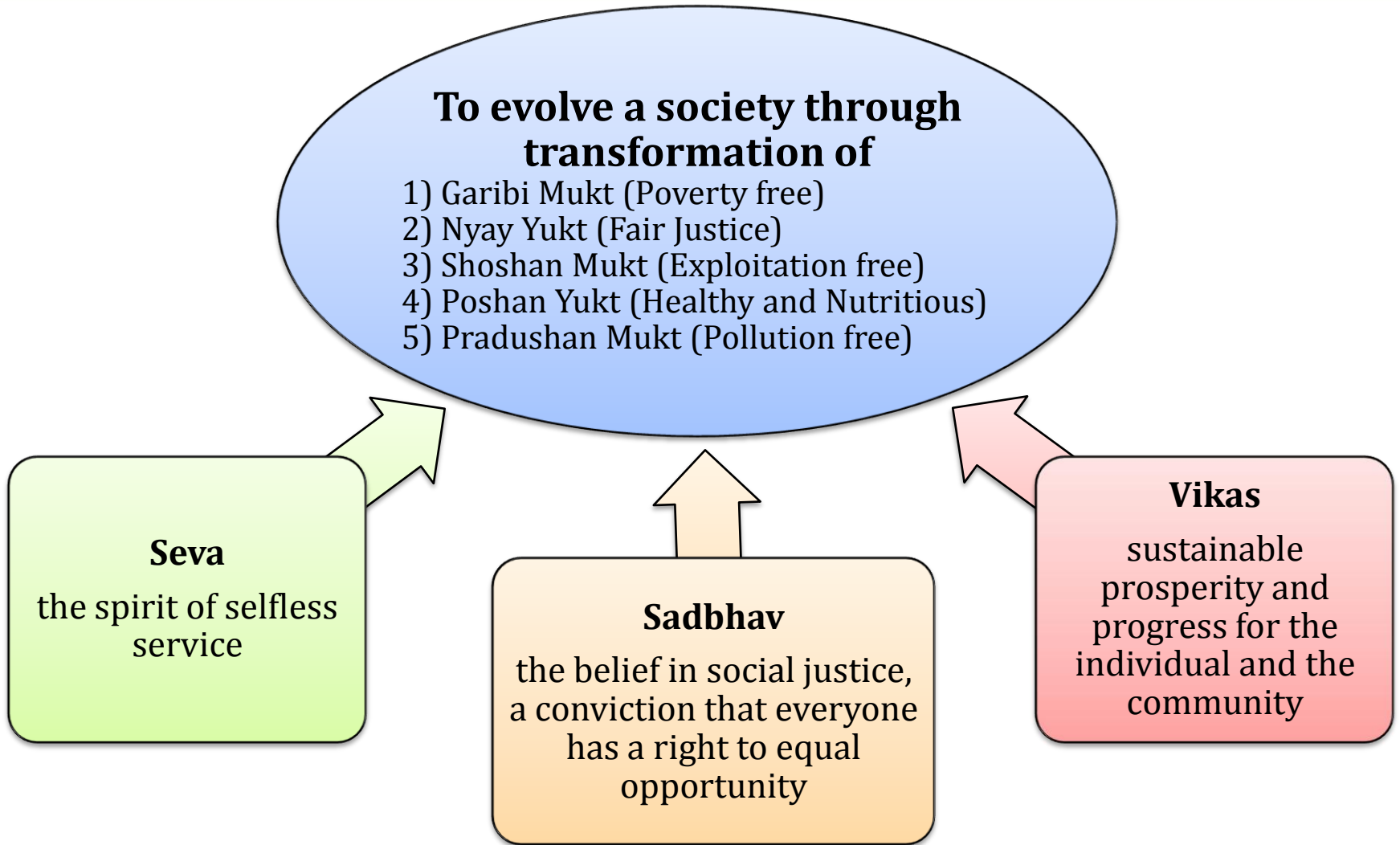
"We will assist the village population in improving their productivity, efficiency and creativity, through services and goodwill, with the support of industries, academic institutions, voluntary and government agencies, and with the guidance of competent and committed experts, by knowledge inputs and effective management of available resources viz., land, water, energy, livestock and people."

"We will upgrade the quality of lives of everyone in the villages (children, youth, women, men and aged), mainly through their own involvement, interest and initiative."



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SFT's way of working

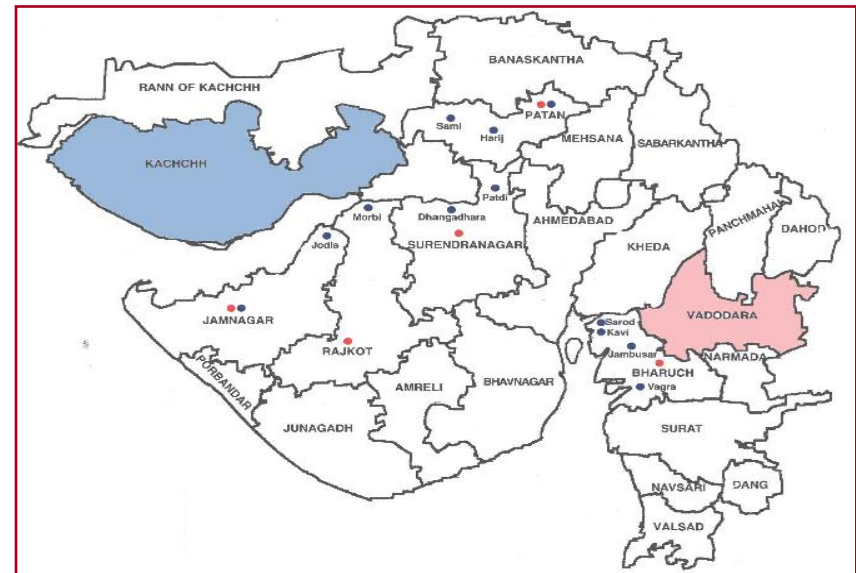




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SFT : Profile and Coverage

- Establish: in 1980. Active in Gujarat since 1986, Based at Vadodara.
- Rural Developmental Initiatives – Soil and Water Harvesting, Agriculture, Livelihood, Education and Health
- Operating in 436 villages in Tribal/ Border area for 30 + years, working with the Govt. for bridging and effective program delivery
- Successfully created a PPP model, where Industry, Community, Voluntary Organizations, Academic Institutions and Government Agencies are working together for social benefit
- **4 Centers:** Vadodara, Chhotaudepur, Jetpur-Pavi & Hodko (Banni)
- **3 Hospitals:** Vadodara, Chhotaudepur and Hodko, 2 mobile medical units
- **Vocational Training Centers:** VIVEC in Kalali, Paldi and sub-center & BPO unit at Chhotaudepur





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Programs

SFT is involved and active in various community development programs along with the Government, Donors and other NGOs.

1. Community Development
2. Natural Resource Management
3. Livelihood Programs
4. Health Programs
5. Education Programs
6. Research and Evaluation
7. Drudgery Reduction
8. Disaster Management



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Initiatives

Healthcare

Ramkrishna Paramhans Hospital (RKPH), Kalali

Sharda Medical Centre and

Mobile Medical Unit, Chhotaudepur

Sharda Medical Centre and

Mobile Medical Unit, Hodko, Kutch



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Initiatives

Agricultural Services

Vivekanand Center for Agriculture Services (VI-CAS)

- ✦ Agriculture has to be kept at the centre of any development agenda or planning process, for its significant impact on poverty, malnutrition and food security
- ✦ VI-CAS programs like Wadi, Sun Shine and Jivika have had a large scale impact
- ✦ These programs cover BPL farmers in the tribal belt of Chhotaudepur and Pavi-Jetpur





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Initiatives

Home Industry Cooperatives

Shardadevi Gramudyog Utpadak
Sahkari Mandi
(SGS)

- ✦ SGS is a cooperative created for tribal artisans of Chhotaudepur
- ✦ SGS has broadened its horizons by opening retail outlets for regular off-take of artisan products, under the brand VIVEKA
- ✦ SGS has also ventured into formation of a Credit Society for members as well as a Fruit Processing Unit for income generation



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Initiatives

Vocational Guidance

Vivekanand Institute of Vocational and Entrepreneurial Competence (VIVEC)

- ✦ Since over two decades, SFT has touched the lives of tribals in many ways – land and water conservation, improved agriculture, animal husbandry, handicraft and vocational training for youth
- ✦ VIVEC was started in January 2011 at Kalali
- ✦ A sub-center was started at Chhotaudepur in October 2012

Integrated Tribal Area Development “Chhotaudepur – Jetpur Pavi” Journey so far ...



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The Approach

Infrastructure Development

1. Soil & Water Conservation
2. Safe Drinking Water
3. Irrigation facilities
4. Land Fertility
5. Fodder Development
6. Health Services

Social Empowerment

1. Ability to know & demand rights
2. Morally responsible leadership
3. Awareness, Eradicating wrong beliefs & customs
4. Avoiding exploitation

Knowledge Empowerment

1. Education and Literacy
2. Skill Development
3. Modern Agriculture Practices
4. Scientific Animal Husbandry

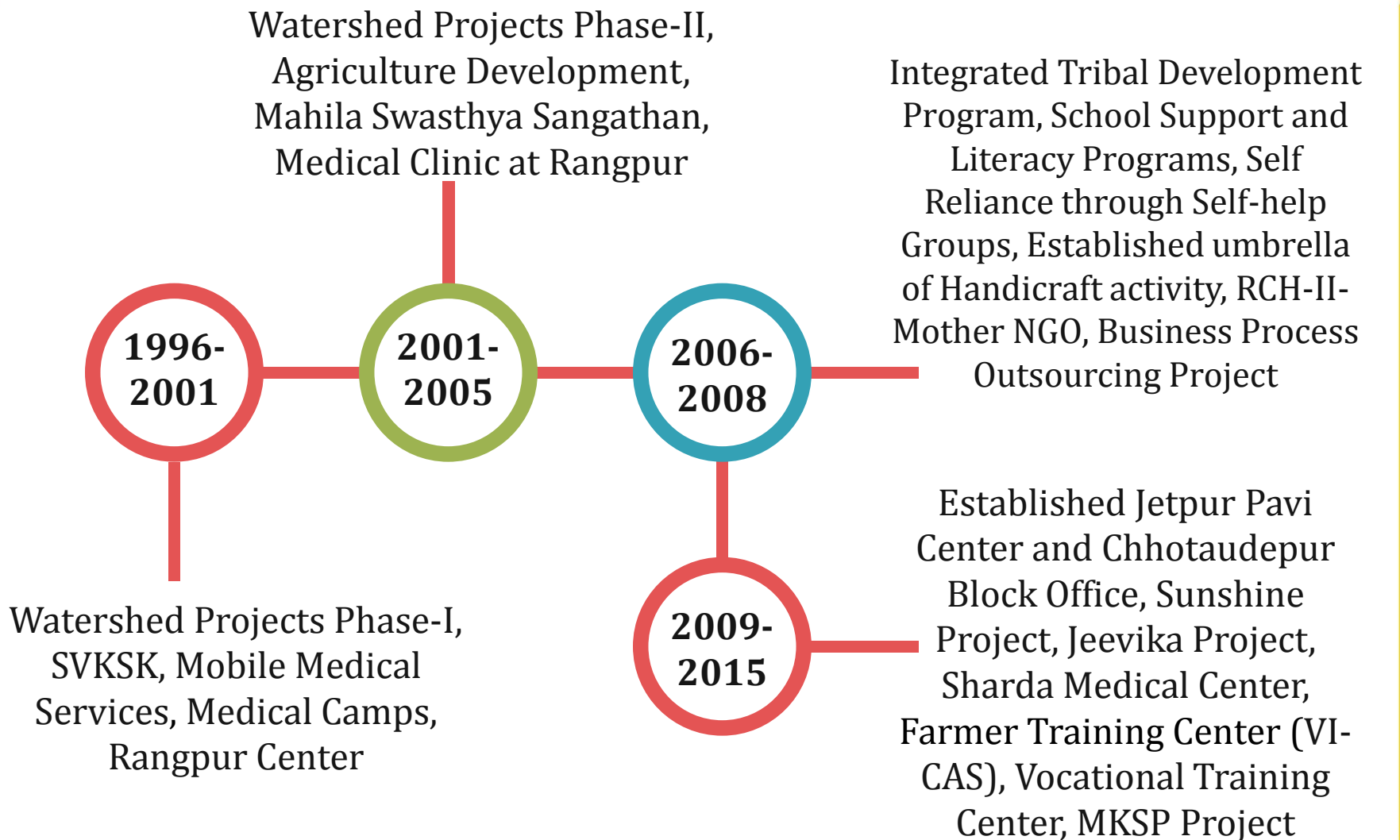
Economic Empowerment

1. Better returns for produce
2. Income Generation Opportunity
3. Entrepreneurship Development
4. Market Linkages



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Journey





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Initiative I: Community/ Cadre Development

- SFT has driven development in the area through CBO approach
- Capacitated through forming different CBOs of youth, women, farmers, cattle owners and adolescent girls, children, teachers
- Attitude building to lead the development and empowerment of the community
- Established trained human resources (village level) to address their specific basic and developmental needs at local, cluster and block level
- Women's Self Help Group activities are established and strengthened
- Women led milk cooperatives formed in the area
- Formed and strengthen the Shardadevi Gramudyog Society of women
- The members of CBOs are trained to understand causes of poverty, major issues of the area affecting their lives, available resources and potential for development

150 Samaj Shilpis have emerged as skill leaders for their village



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Community Based Organizations (CBOs) Today

Sr. No.	Name of the CBOs	No. of villages	No. of CBOs	No. of members		
				Male	Female	Total
1	Watershed Development Committee	26	26	208	78	286
2	Pani Samitis	26	26	197	102	299
3	School Management Committee	30	30	142	73	215
4	Self Help Groups	139	644	0	7350	7350
5	User Groups	37	149	1043	0	1043
6	Milk Cooperative Societies	12	12	27	105	132
7	Mahila Swasthya Sangathans	42	42	0	1050	1050
8	Farmers Clubs	30	61	915	0	915
9	Gobar Bank Cooperative Society	1	1	7	4	11
10	Shardadevi Gramudyog Cooperative Society	17	1	0	450	450
11	Tribal Farmers Organizations	24	12	1551	82	1633
12	Tribal Farmers Federations	24	2	24	0	24
13	Child Protection Committees	354	354	1068	712	1780
14	Katarvant Gram Vikas Mandli	1	1	8	3	11
Coverage		354	1361	5190	10009	15199



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Impact – Cadre Development Community Based Organizations (CBOs)

- Created women leadership
- Shardadevi Gramudyog Society emerged as women led cooperative in the area
- Developed local youth leaders as Samaj Shilpis
- Trained members of CBOs are emerged as young leaders in their respective CBOS as well as in the area - out of them 13 are elected as Sarpanch and 18 as members of PRIs
- The functioning of Gram Panchayat strengthened
- Good participation of women in Gram Sabha and started raising their voice in development activities like; drinking water facilities, education of the children, health services and MGNREGA
- Youth Development centers have mobilized youth in life skills and career development and also facilitated eligible families for benefits of various Govt. schemes
- Young leadership emerged and active in their development goal

Cadre Development (Samaj Shilpis)

- Developed a cadre of 150 Samaj Shilpis as catalyst of development process
- Identify development needs of villages, ensure community participation in implementation
- These Samaj Shilpis are emerging as local leaders and now influencing the development planning of their villages
- 1416 village volunteers are trained in health and education awareness
- Women Samaj Shilpis are developed to educate and organize women farmers



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Impact of CBOs - Linkages

Sr.	Details	Total Beneficiaries Linked (HH)
1	Agriculture	3495
2	Education	722
3	Health	1831
4	Housing and Household need	9826
5	Humanitarian (Social Protection)	3524
6	Income generation	9538
7	Village infrastructure	623
8	Water harvesting	595
	COVERAGE	30518





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Initiative II: Watershed Area Development





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Watershed Development

Community Organization:

- Resolved community conflicts, got participation of all
- Action plans of village development (Resources/Potential)
- Focused on small, marginal and landless families

Capacity building:

- Trained watershed committees for efficiency
- Vision building for village and area development

Action planning:

- Active involvement of the people in each phase of planning.
- Developed vision for 'My village after 10 years'
- Integrated approach for Health, Hygiene, Sanitation, Education and Literacy
- Agriculture diversification, Integrated crop Management, Horticulture, and Dairy development introduced





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Water & Soil Conservation – Impact

- 19000 ccm erosion & forestry saved & 1,150 hectars land added for farming
- 1125700 ccm water stored, recharged 660 wells; water table up by 2-3 feet
- Moisture holding capacity up, opportunity for long term cash crops
- Community, mass adoption of soil and water conservation, drought prevention
- Prepared Micro Plans for 70 villages, with village communities . Linked 29 villages' micro plans with Gram Panchayat (GP) and MGNREGA
- Katarwant village adopted by Rotary under Model village



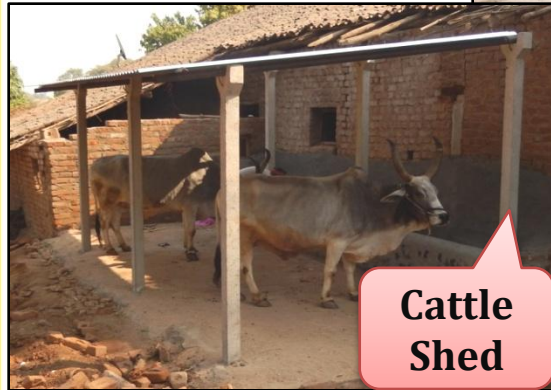


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Rotary Project at Katarvant



- Full village land of 187 hectares soil and water management
- Development of Model House with Bio Gas, Water Harvesting and Cattleshed
- Entire village can have multiple crops throughout year.





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Initiative III: Agriculture & Horticulture Development





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Agri-Horticulture Development

- Integrated Crop Management
- Introducing New Crops
- Workshops in coordination with Agriculture University
- Linkages with Government Programs
- Technology transfer of Best Practices for Maize, Tur and Vegetables, 41250 farmers benefitted
- Incremental Seasonal income increase by Rs.19 Cr.
- Pioneered people contribution
- Cold Storage and Value Addition (Ripening)
- Developed 322 Mango Orchards in 161 acres of land

**Increase in the acceptance for cash crops
Farmers have started planning their crops and fields in advance**

Farm Schools

Knowledge Center at Farm Gate

- Established & equipped with training material
- Conducted 20000 training days for 7300+ women
- Demonstrations on Vermicompost, FYM & plots of Sustainable Agriculture practices

Developed 72 Farm Schools as Knowledge and Resource Hub at village level





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Soil Health Management

Vermi Compost, Vermi Wash & Farm Yard Manure



- 3000 women farmers trained on concept of natural farming through Samaj Shilpis
- Standardized model, demonstrations at Farm Schools



The concept of organic farming is gaining momentum



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Seed Security

- Demonstrated Natural Farming Concept adapting Bio Growth Promoter and Bio Pesticides through Seed plots on major crops (Maize, Paddy, Black Gram, Gram & Wheat)
- Provided training on Seed Security and Seed Preservation

Conducted crop demonstrations using Vermi Compost, Vermi Wash, FYM, Amrut Pani and Brahmastra.
Demonstrated self sufficiency in seeds for 30 villages.





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Initiative IV: Agri-Mechanization

The way of Drudgery Reduction





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Impact of Agri- Mechanization

Focused Drudgery Reduction in Agriculture

- 1) Agri Tool Bank consisting Mini Tractor, mounted Maize Sheller, Seed Driller, Puddling and Leveling implements
- 2) Developed 25 youths as Entrepreneurs (serving 100 villages) on different machines - modified as per local conditions
 - Saved annual drudgeries of 1545 days in paddy transplanting, 15120 days in Maize Shelling and saved transportation charges of 250 families in Paddy Threshing
- 3) Strengthened 12 Tribal Farmers' Organizations covering 1635 farmers
 - Each organizations are provided with a big tractor, with implements of cultivation, land leveling, threshing and trolley.
 - Saved annual drudgeries of 25552 days in Pre Agriculture Processes



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Initiative V: Animal Husbandry and Dairy Development





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Kamdhenu : Animal Husbandry Program

- Established strong linkages with Govt. Veterinary Hospitals
- 12 Dairies formed, Started with only 12 lit/day milk; reached to 2850 lit/day by linking District Dairy
- Baroda Dairy started milk route of the cluster after initiation of first milk coop. by SFT. Now 53 milk co-ops. in the block collecting avg. daily 12119 liters milk
- Community facilitation for animal procurement is initiated
- People bought about 1600 animals on their own without subsidy
- New 350+ Animals added through subsidy
- Breed improvement through AI managed
- Curative services in 45 villages with increased Vaccination up to 85% and Castration services to 500+ bullocks
- Awareness increased for quality breed of animals, scientific animal husbandry, nutritious cattle feed, clean cattle sheds
- 39 individual Gobar gas units are established



**Emerging and promoted
as continuous source of
Alternative Livelihood**



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Initiative VI: Livelihood Enhancement





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Livelihood Security & Women Empowerment

- Mobilized & organized 8820+ women in SHGs
 - Skill training & marketing of Embroidery-Bead works to 750 W-Artisans
 - Capacitated “SGS Sahakari Mandali” with 450 Women Artisans
 - SGS has achieved business of Rs. 1.82 Cr. till date
 - Artisan’s average earning around Rs. 20 per hour
 - Food processing & Production of Bio Agri Products initiated
-
- Increased Mobility – participation in purchase and sale, attending Gram Sabhas and visiting to ensure quality of children’s education
 - Improvement in Decision Making – in family and village level events, functioning of local CBOs
 - Economic Empowerment - developed supplementary source of livelihood. Boosted up their confidence and self sufficiency



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Initiative VII: Community Health programs





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Sharda Medical Center, Chotta Udepur

Improved medical services

- Established **Sharda Medical Center** (18 bedded hospital) with Digital X-Ray-Sonography Machine, well equipped Operation Theater, Neo Natal Care unit and Dialysis, Laboratory and Drug Store services
 - Initiated Mobile Medical services for remote area outreach
 - Initiated blood storage services to facilitate sickle-cell anemia treatment, Thalassemia and critical operative patients served
 - Extended annually curative services to 6000+ patients
 - Supported for Complete ANC Checkups increased from 3% to 72%, Institutional Deliveries 12% to 63% and complete immunization 69% to 81%, Family Planning 21% to 62%, MMR reduced from 5 to 2 and IMR reduced 68 to 32
 - Implemented NRHM programs
-
- Increased demands for Quality Health Care Services
 - Strengthened RCH Services with improvement in functioning of public health services under National Rural Health Mission
 - Increased treatment seeking behavior



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Initiative VIII: Education





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Education Activities & Impact

- Conducted informal education centers
- Awareness through theme camp approach
- Established Village Information Centers
- Trained 708 adolescent girl leaders for life skill education
- Initiated School Support Program in 60 villages with about 5000 children
- Capacity building of teachers, School Vikas Samities and awareness generation among the parents, along with ethics and value based education were focused
- 2203 out of school children identified - 1411 children were regularized
- 3631 Vulnerable Families were supported for livelihood, to avoid migration
- Computer Aided Learning in 10 schools
- **Started BPO and VTC for tribal youth**
- Enrollment of eligible increased up to 95% from 60%
- Minimize Drop-out ratio-10% (40%)
- Education among girls is increased
- Women literacy rate increased up to 51% in the cluster while block literacy rate is 29%
- 6650 tribal women are provided functional literacy
- Created enabling environment to learn with fun, along with generating awareness about their culture, environment and social traditions
- School Management Committees are strengthened and started monitoring for quality education



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Vocational Training Impact of Interventions

VISH

- 20th October 2003 to 31st March 2010
- 20,909 Beneficiaries, 758 Training Programs, 1020 Widow Help
- Wealth Generation – Rs.191.5 Lakh

BPO Project

- 1st May 2008 to 25th December 2012 & Extension for 100 students from Nov-14
- 741 Youth Registered, 553 Passed out, 357 Placements, 2 Trades
- Geographical Impact – 3 Taluka, 179 Villages (CU District Only)
- Wealth Generation – Rs. 613.92 Lakhs

VIVEC

- 17th January 2011 to till date
- 1851 Enrolled Students, 1555 Passed, 296 Studying, 100% Placement, 61% Retention
- 10 Trades–BPO, DTP, DEO, ISMO, IE, E&HW, BSA, CPO, WT, RSP
- Geographical Impact – 9 Districts, 266 Villages, CU District – 207 Villages, 1000+ Students
- Wealth Generation – Rs.514.96 Lakhs



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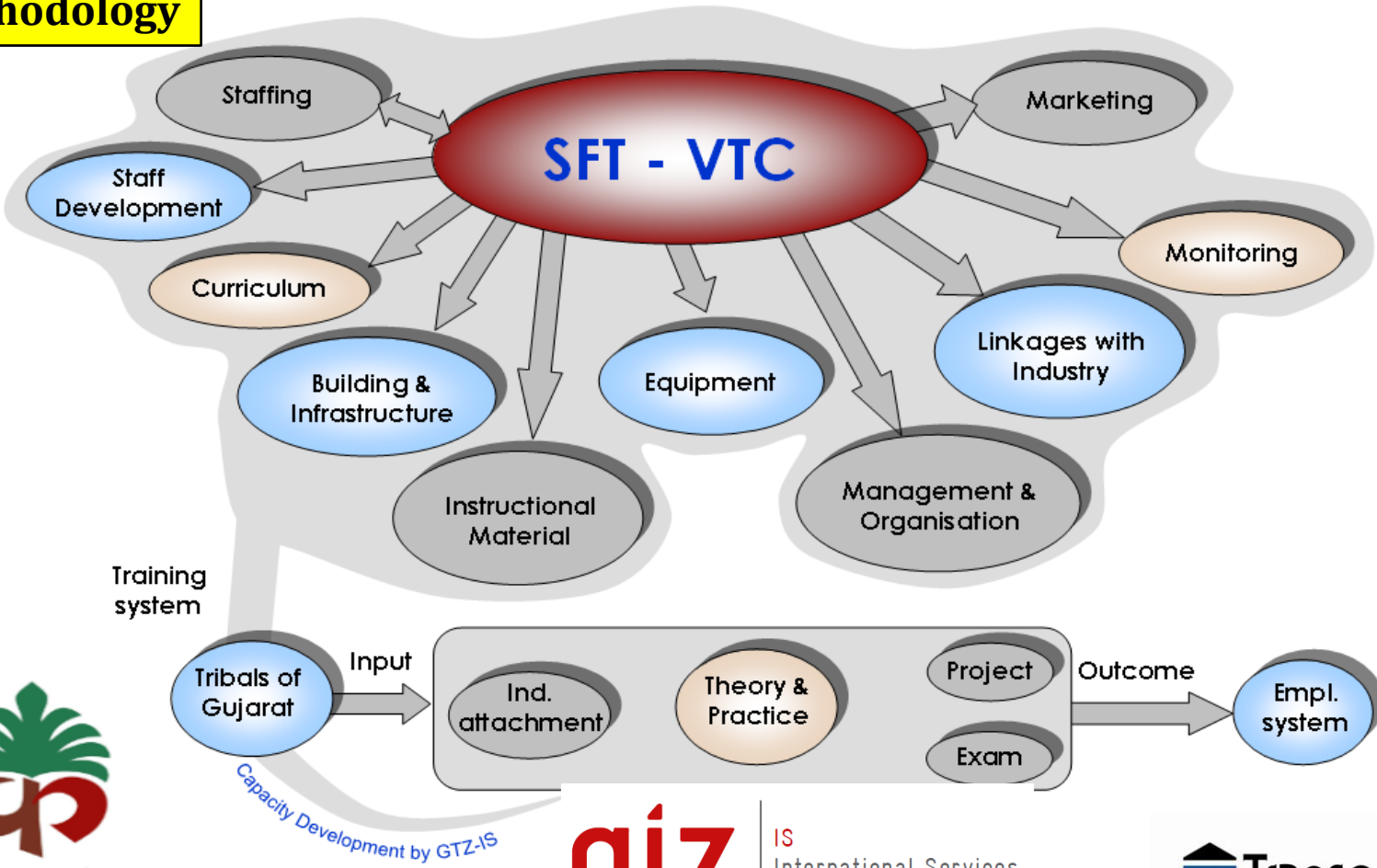
Vocational Skills



सा विद्या या विमुक्तये

Vivekanand Institute of Vocational
and Entrepreneurial Competence

Methodology



वनबन्धु कल्याण योजना
VANBANDHU KALYAN YOJANA
आजीवन शिक्षा का मुफ्त अधिकार
Chief Minister's 10 Point Programme

giz

IS
International Services

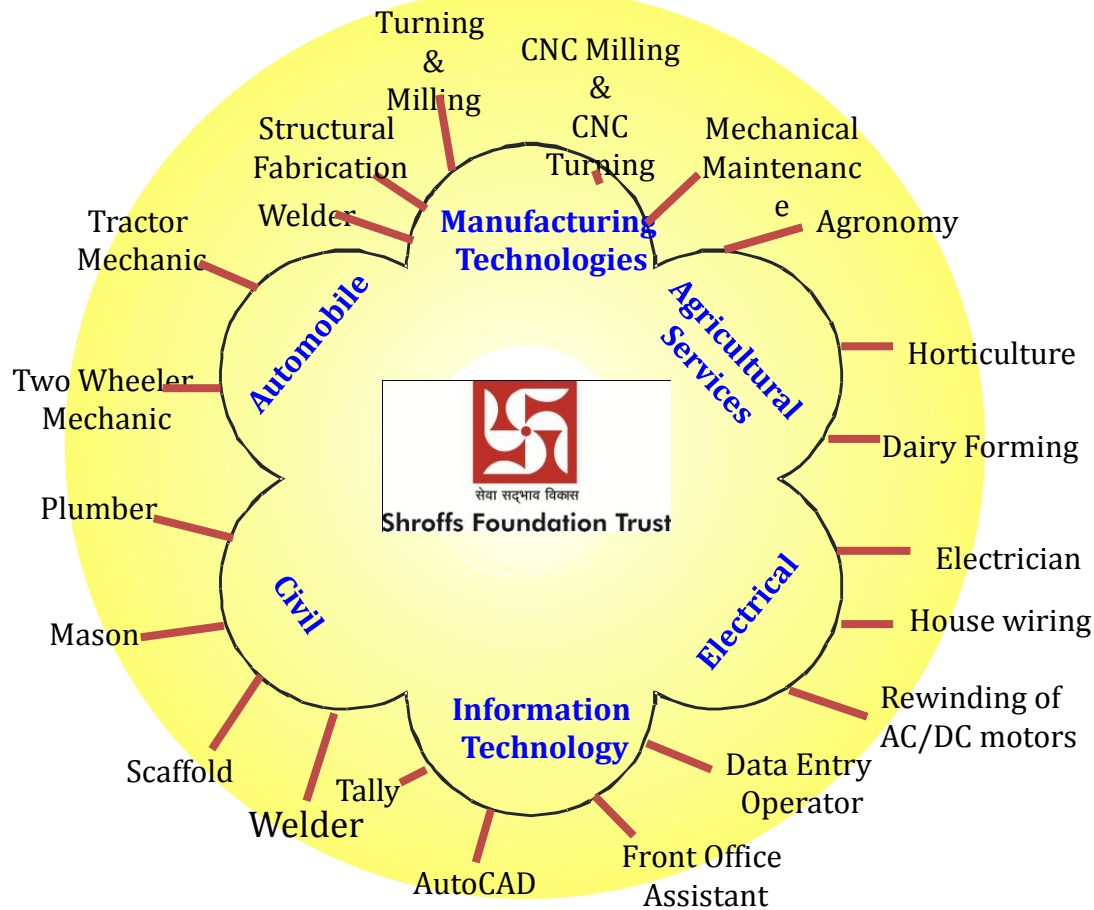


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Training Spectrum



1555 youths trained; 50% girls, Earning Rs. 5000-12000 per month

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Future Focus

- NRM and Water: Water efficient irrigation methodologies
 - Natural Resources Conservation and Management-Orsang River Basin Mgt.
 - Water recycling and reuse
 - Dolomite mines based water resource development
- Health: Approached road to present hospital premises, Secondary & Tertiary health care at an affordable cost, Nutrition awareness among Mother, children & adolescent
- Education: Ensure complete primary education & increase literacy rates, especially in women
- Livelihood:
 - Create income generation opportunities by value addition at Farm Gate
 - Skill up-gradation of Tribal youth for sustainable livelihood
 - Bulk Farming of Single Variety–Bulk Market Linkages at cluster level (Banana, Potato, Custard Apple, and Mango)
 - Self Sustaining of VIVEC, Eco friendly Solar panels on roof of the Paldi campus
 - Up-scaling of
 - Scientific Animal Husbandry Development with establishing quality breed
 - Up-scaling of milk co-op. societies
 - Agri-mechanization to reduce drudgery and enhance productivity
 - Entrepreneurs development in Agri Services sector
 - Cadre development of women Agri entrepreneurs



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"Alone we can do so little.
Together we can do so much."
Helen Keller