



Puthuvasantham

Model Village Development Program In Chennai

Project proposal and status report



CONTENTS		Page. No
	Title of the Project	1
	Contents	2
1	Introduction	3
2	Why Thiruvilangadu	5
3	Social Structure	7
4	Education	8
5	Infra Structure	9
6	Economic Activities	12
7	Sanitation	12
8	Project Plan based on Survey Report	13
8.1	Safe and secure infrastructure facilities	14
8.2	Clean water resources	14
8.3	Community center	14
8.4	Ensure quality primary education	14
8.5	Ensure proper higher education	14
8.6	Ensure employment based on qualification and capabilities	14
8.7	Ensure proper health and hygiene by proper sanitation & waste management	15
8.8	Women's empowerment	15
8.9	Financial stability through better and productive financial methods	15
9	Project Execution	15
9.1	Activities completed	16
10	Project Costing	18
11	Expected outcome	20

1. Introduction

A vast majority of the population of India lives in rural areas (68.9% as per Census 2011). Though the number is expected to fall in the coming years, it is still estimated that more than half of our population would be living in rural areas even in 2050. Despite there being several past initiatives by governments at all levels – Central, State and Local – in the past, the level of development has not kept in pace with the rising aspirations among Indians.

One reason for the failure of rural development schemes has been the lack of a holistic focus on the village as a unit. Separate flagship schemes targeting different sectors such as health (NRHM), education (SSA) and livelihood (NREGA, NRLM) have been launched in the past but met with limited success. The “Model Village” concept could address these challenges comprehensively. It can address resource deficits in each of these sectors, with adequate focus on the special needs of every village.

A model village project has the following important objectives:

- Prevent distress migration from rural to urban areas, which is a common phenomenon in India’s villages due to lack of opportunities and facilities that guarantee a decent standard of living
- Make the model village a “hub” that could attract resources for the development of other villages in its vicinity
- Provide easier, faster and cheaper access to urban markets for agricultural produce or other marketable commodities produced in such villages
- Contribute towards social empowerment by engaging all sections of the community in the task of village development
- Create and sustain a culture of cooperative living for inclusive and rapid development

A conceptual *model village* is a modern, secular, democratic system empowered with prosperous and harmonious life suffused with human values sublimated with spiritual inspiration. The model village should also have a self-propelling model for ensuring growth with equality and social justice within the participatory framework. The crux and pivot of village development will be a villager who is both a partner and beneficiary simultaneously. This scenario needs a suitable social and psychological environment to foster cooperative and voluntary spirit among people; a pragmatic person-centered development policy and setting up of appropriate people's institution by aiming at knowledge society in the 21st century with

an effective participation and partnership of the people. In this context, *model villages* will play a vital role and transform all the present forms of villages into self-dependent, self-sufficient and supporting units which ultimately augment the overall development of the country.

The making of a model village entails ensuring self-reliance in all aspects of education, Community Health, Self-employment & Sustainable Livelihood as well as easy access to avail benefits of government programs and scheme for the populace to ensure all round development of the village community with an improved and sustainable approach. With this concept, one village in Chennai has been selected based on the priority criteria to transform to a model village for the entire Tamil Nadu state. The objective of this program is to improve the socio-economic status of the entire village community by ensuring access to better health, education, and livelihood without any discrimination.

The concept behind this proposal of *model village* development generated realizing the critical socio-economic status of the village residing in a remote area and backward village in and around Chennai, Tamil Nadu. People found themselves unsecured continuously struggling for their survival. Deprived of rights which they deserved; needed for their development due to ignorance, remoteness of the area and corrupt and failure government program delivery system. No such initiatives were taken with an integrated approach on a wider scale by any government or non-government agencies to work effortlessly to bring improvement for the socio-economic and community empowerment. Realizing these facts and the prime need of the rural community, especially in remote areas, the drive behind this project is to develop a village as a model adopting an integrated development approach to demonstrate to the government and other working institutions/organizations for its adaptation and replication in other villages of Tamil Nadu state. The duration of the project is about 5 years to fulfill the objective of this program.

2. Why Thiruvilangadu

Thiruvilangadu was the one of the flood (December 2015) affected area and it is located at the outskirts of Chennai city. Oruma Charitable Trust members reached the place as a part of relief activities during and in the aftermath of the flood. There were two colonies (Muhammedpur & Dheen Nagar) in Harishchandrapuram panchayath in Thiruvallur district severely affected by this natural calamity. There are around 310 poor families in Muhammedpur colony and the majority are from Muslim community. Knife sharpening is the most common occupation and the villagers routinely find work in the Chennai City. They are earning around 300 - 400 rupees per day. Sometimes, they reach up to Kerala for finding suitable places for doing their work. Some of them also married from Kerala. The majority of the houses in the village do not have a toilet and are dependent on public ground for their primary needs. Oruma has planned to do various activities for empowering the community for next 5 years for strengthening the educational and social status. In addition, Oruma wishes to provide the colony cent-percent access to sanitation. The major reason for the backwardness of this region was identified as the lack of education due to which the villagers are unable to find any other job than knife sharpening. For accomplishing the above target (strengthening the education) team from CIGI (Center for Information & Guidance India) visited the site on 8th February 2016 & they have made some proposal/strategy for education empowerment of Muhammedpur colony. CIGI is handling multiple educational and career empowerment services and stands out as one of the largest grass roots-based NGOs in India, which has crossed the milestone of 16 years of committed efforts towards grass roots social development.

During the flood time, around 20 persons lost their knife sharpening machine and many houses got affected partially or completely. Oruma Trust members visited the place 3 times for understanding the current status of colonies and identified overall improvement needed in that location. Initially, Oruma trust is in confusion what way can move and from where it will start since no previous experience this type of activities. People's Foundation put forwarded *Total community empowerment Program* after their expert's visits on the Muhammedpur colony and they offered to join hand with Oruma for further activity. People's Foundation is a social service enterprise that works with the aim of a creative change in society and it is a wing under Jamaat e Islami Hind (JIH) for social and relief activities. Its mission is to play an efficient part in social progress keeping God's appeasement and



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humanistic values in mind. Individual social problems and stalemates do not need a temporary solution. People's Foundation aims for a permanent development by equipping individuals and society to use their talents and opportunities for the same. Resources must be available for the backward individuals and social groups of different areas in the society in a manner that it helps in a permanent change and transformation.

For better implementation of the project *Human Welfare Trust*, A trust under Vision 2026 submitted a document that contains the methodology other strategy followed for implementation of the similar project in North India as part of Vision 2026 projects. Another great thing happened was MMA Chennai general secretary and executive members visited the place and they have taken decision to help this colony by using the amount they have collected for flood relief. MMA decided to construct 25 houses for most needy persons and contract given to UNWO, an NGO.

A hectic survey conducted in Muhammedpur colony on 30th April and 1st May 2016 with the active participation of members of various units under Oruma Trust. There were 38 volunteers on the 1st day and 29 volunteers on 2nd day participated for detailed survey. Six students from the same place helped to access the houses and finish the survey in planned time. There were around 310 houses and survey completed for 243 houses since people were not available in other houses during survey dates. Details of survey analysis are describing the following pages.



3. Social Structure

There were 1094 people are staying in Muhammedpur colony including children and they are part of 243 families participated in the survey. Females are more and about 58% of total strength (Fig. 1). Students/kids strength is higher in this locality and it is about 55% of total family members. As mentioned earlier major job along this village is Knife sharpening and about 52 are doing that job. About 37 youth have started a job of selling scenery recently. Few members are doing some other jobs and only 2 are in a Government service. More than 75% people are earning less than 10000/- per month and about 23% is earning more than 10000/- per month in that colony. In majority houses, one or two family members are doing the job and in about 42 families' women also working for fulfilling their basic needs.

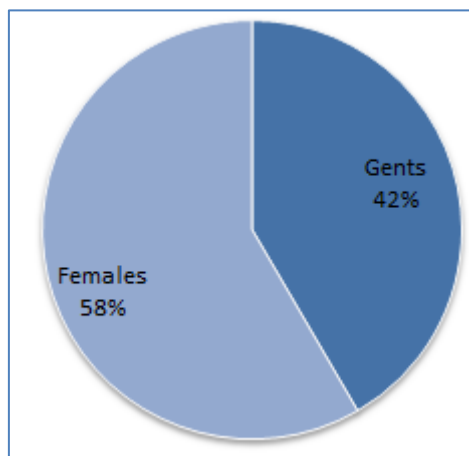


Fig. 1 Gender ratio in Muhammedpur colony

Many of the households own a television and a gas cylinder where as some of the households have only fan & light. Some of the people are addicted to Alcohol, Tobacco, Hans, Cannabis. For more than 80% of the women the age of marriage is 18 or below and for men, it is about 24. Dowry system exists in the colony and the amount is in the range of 50 thousand to 1 lakh. There were 20 widows and 7 divorced women. The reason behind some of the divorces was the alcohol addiction of their husbands. Very few families receive benefits from religious/political parties. Main religious organization in the locality is “Thableeg Jama-at”.

Major health issues faced by people living in this locality are Diabetes and Blood Pressure. About 6 persons in the colony are suffering from heart diseases. Viral fever is vast spread in the colony. Most people depend on Government Facilities such as Taluk, District and Public Health Centres for meeting medical requirements. About 30 families use the Basic

Health Care Services provided by Anganwadi centers. About 105 families availed Vaccination including BCG, Polio and TT.

4. Education

The education status of the colony is not in satisfactory condition. Only 2 people are doing or completed PG, only 6 are graduated and for rest of them, the education levels are below under graduate. Many house wives stopped education after marriage and very fewer students are continuing education after 10th standard. About 20% people have education below 5th standard and about 70% people have education below 8th standard. One of the main reasons for drop outs of girls is the non-availability school in nearby location after 8th standard. For understanding the exact education status of the locality we divided the data into 7 classes and the details are shown in Figure 2. Some of the students have stopped their studies for various reasons and hence *current* legend shows the present scenario in Muhammedpur colony.

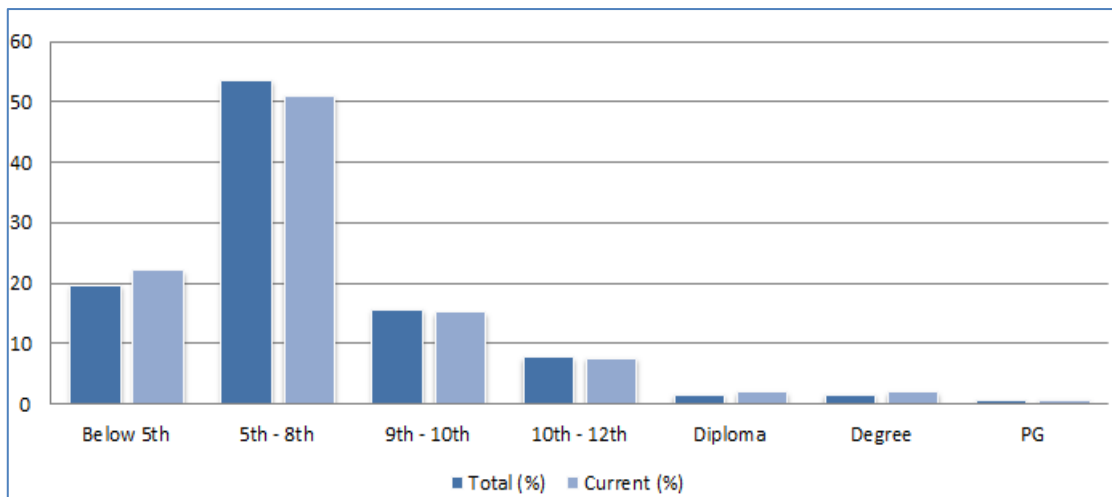


Fig. 2 Education status at Muhammedpur colony

A government school with classes to 8th standard is located in the colony and another government school is located about 3 km away from the colony which has classes up to 12th standard. There are seven private schools at Arakkonam and on which many of the villagers depend for studies after 8th standard. More than 80% of students depend on the government school for their studies upto 8th standard. Currently, three students are availing a scholarship of 1000/- rupees from the Government. Only 4 are registered in state employment exchange.

5. Infra Structure

Infrastructure is one of the important parameters for understanding the social status. It includes the status of land, house, roof type and rooms. About 80% of the people are living on land owned by them and others living on rented land. We have classified the household into five based on land ownership; Owned, Pattayam, Migrated, Rented and Others. Details are depicted in below Figure 3. About 75% of people owning land have less than 3 cents. More details are given in Figure 4. About 10% of houses has no electricity connection. Many of the people have their own motor bikes. There is no compound wall for the majority of the houses.

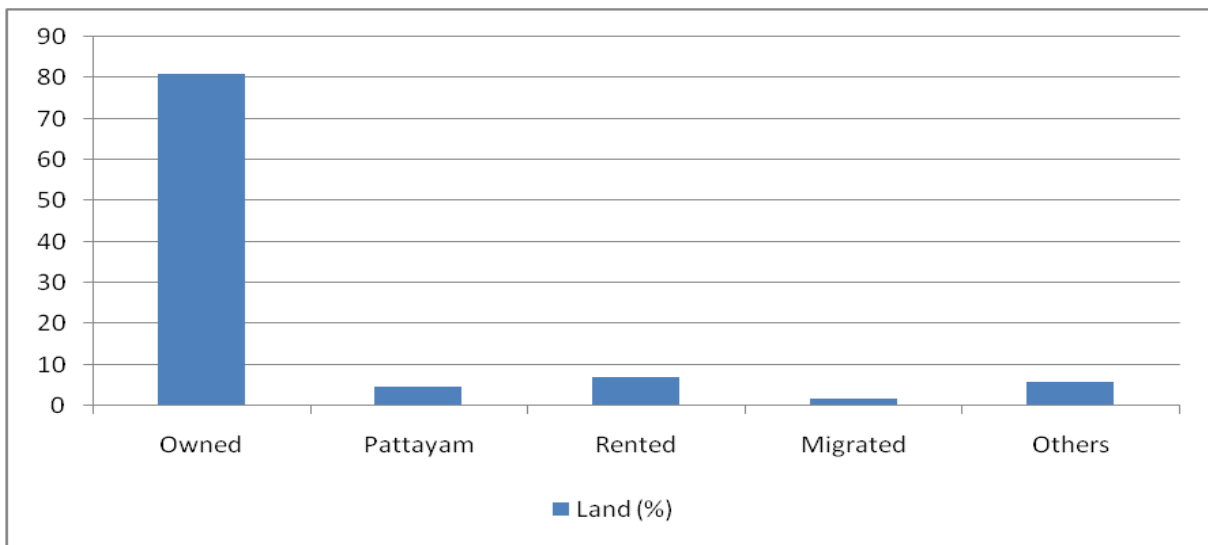


Fig. 3 Status of land along the colony (In percentage)

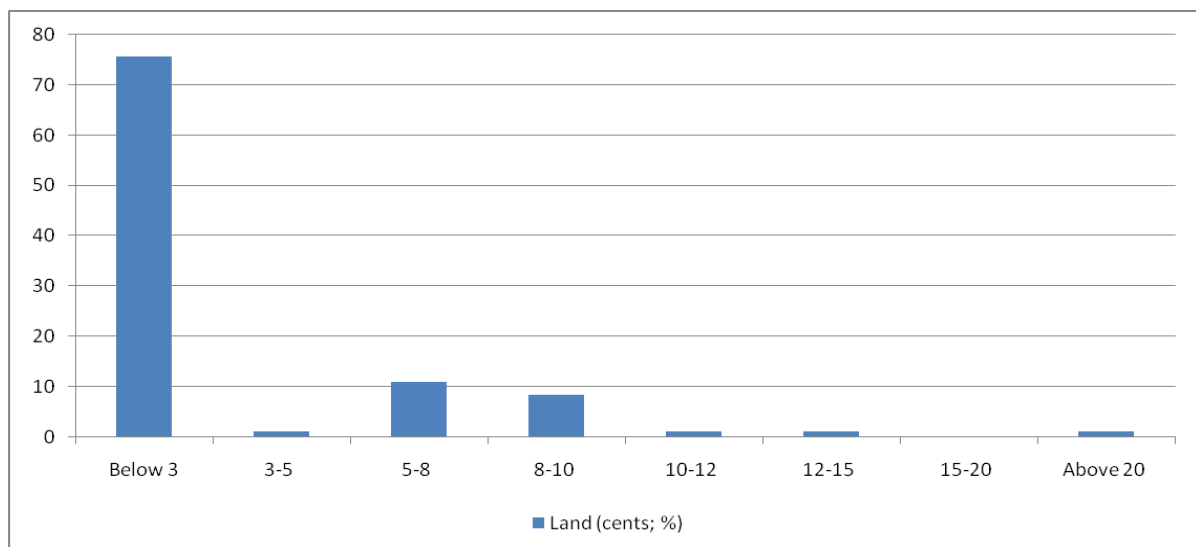


Fig. 4 Quantity of land in cents for owned land people (In percentage)



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The houses in the village have roofs made of palm leaves, plastic sheets, terracotta or concrete. About 25% houses have roofs with plastic sheets while about 50% of the houses are concrete (Fig. 5). The majority of the houses are single-storeyed and very few are living in double-storeyed houses (Fig. 6).

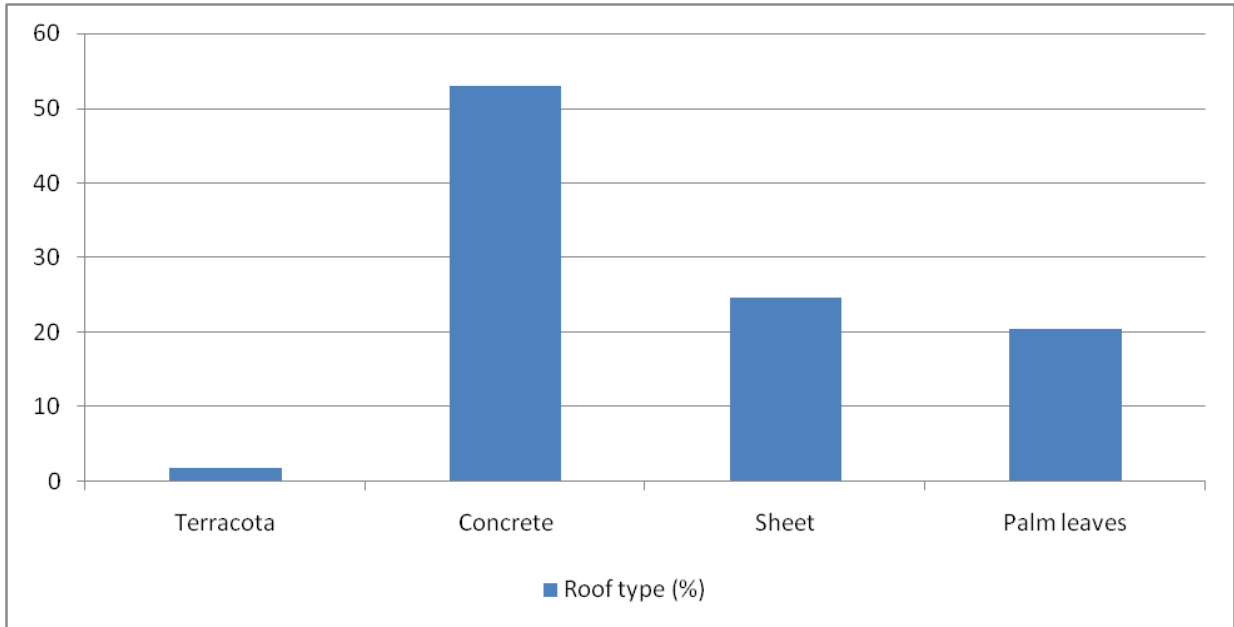


Fig. 5 Roof type of colony houses (In percentage)

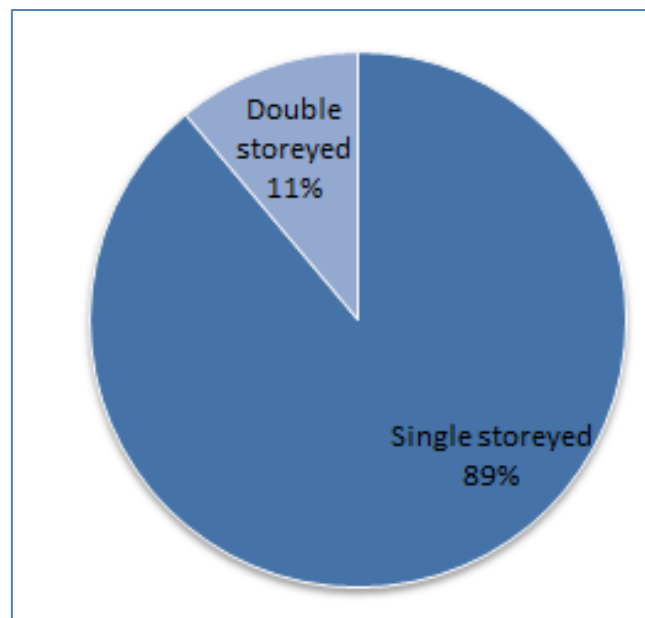


Fig. 6 Storeyed status

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None of the households have their own well and most of the people depend on panchayath water supply and the public well. Very few are depending on bore well and the details are depicted in Figure 7.

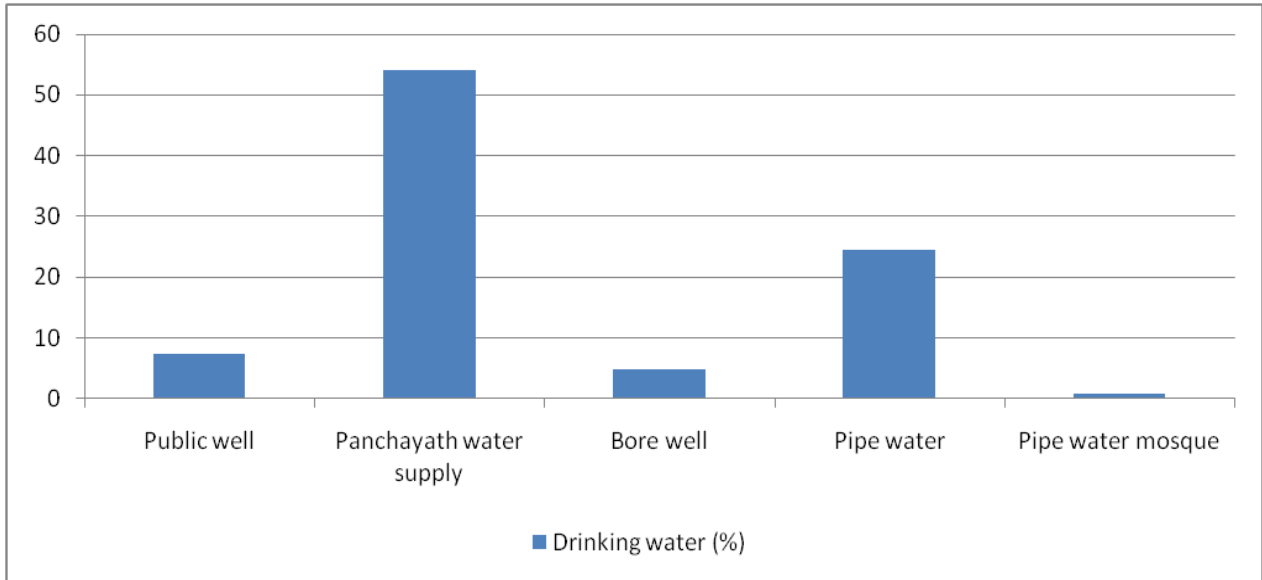


Fig. 7 Sources for drinking water (In Percentage)



Typical houses in the Muhammedpur colony

6. Economic Activities

One of the main problems in the locality is that many of the people depend on private money lenders for getting loans due to the lesser formality and easy accessibility. About 80% of the people are depending on these private money lenders. The people based on their choice of sourcing loans were classified into five categories and it includes Nationalised bank, Private bank, Cooperative bank, Money lenders and Friends/relative (Fig. 8).

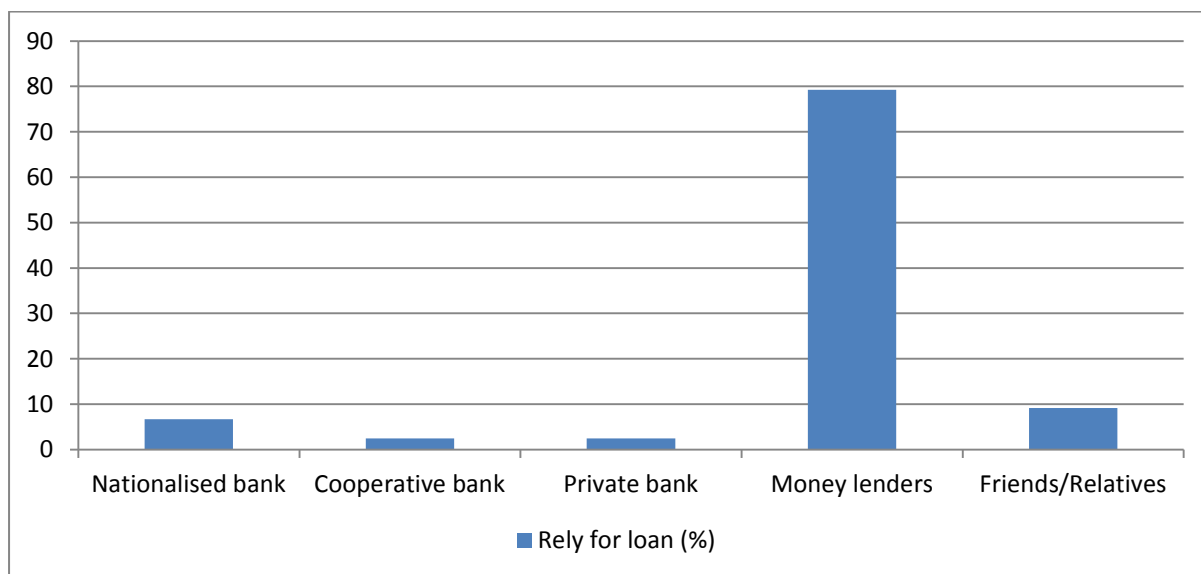


Fig. 8 Method of relying on loan (In percentage)

Many families have debts and the amount is below twenty thousand in most of the cases. Money was borrowed from money lenders pawning gold, land or Adharam.

7. Sanitation

Proper sanitation is compulsory for a healthy environment but colony lacks it. About 50% of houses do not have a toilet and they use the public ground in the early morning or late evening for defecation. This is polluting the village environment badly and possibly affects the health of the villagers by causing the spread of contagious diseases. Some of the people depend on the public toilets for their primary needs. Details are given below in Figure 9. Another important factor requiring attention is the waste disposal in the colony. Currently, many of the people depend on the Panchayath facility, however, some of the people are dumping waste on the road side affecting the cleanliness of the colony (Fig. 10).

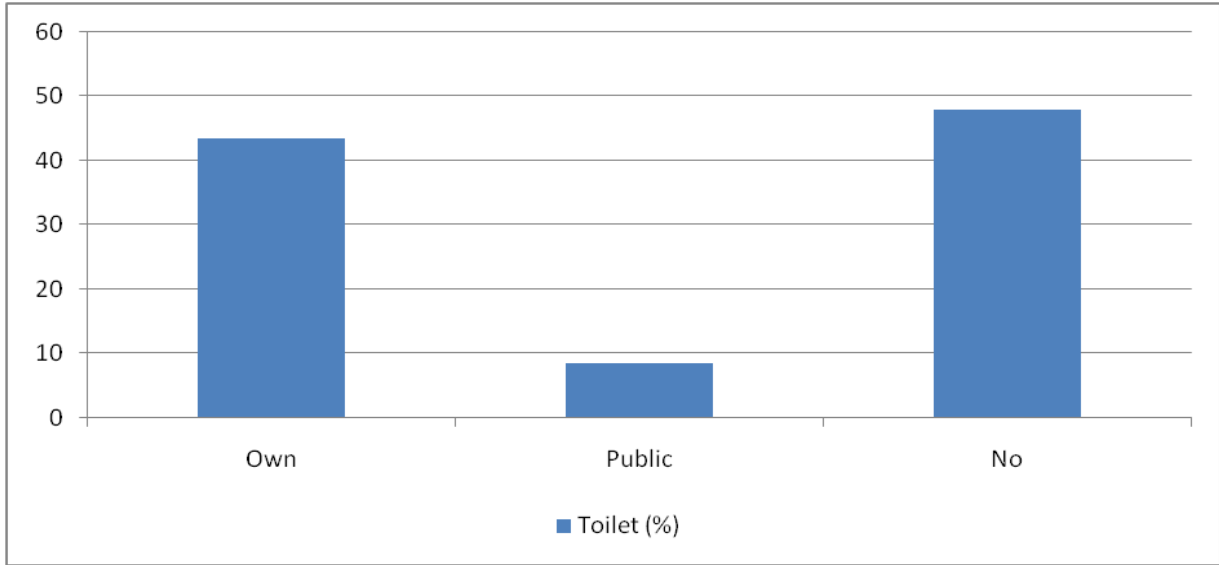


Fig. 9 Status of toilet availability (In percentage)

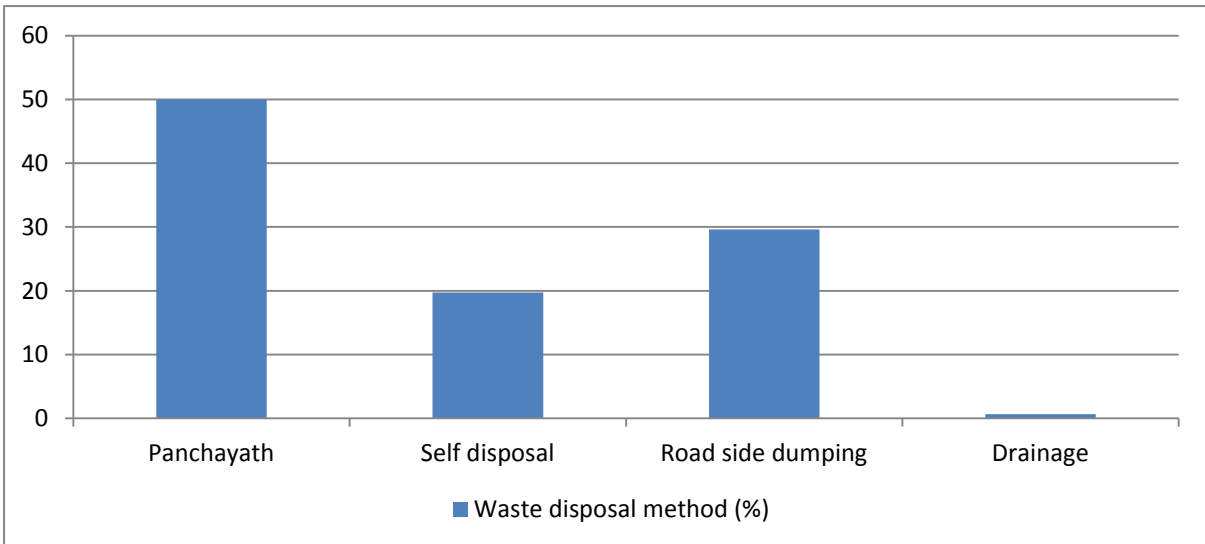


Fig. 10 Waste disposal methods (In percentage)

8. Project Plan based on Survey Report

Based on the survey conducted by Oruma volunteers' team at Muhammedpur and elaborate discussions with partner NGOs like People's Foundation and Human Welfare Trust Oruma prepared a detailed plan on developing the Muhammedpur colony. The project execution priorities are set up based on the necessities of the villagers and available resources. Also, the proposal is prepared to address the root causes which hinder the growth and self-empowerment of the community and implement tangible solutions for the same. The project priorities are explained below.



8.1 Safe and secure infrastructure facilities

Since the village was severely affected by Chennai floods, many of the houses which fragile were ruined and many of the villagers lost their houses. Also, there are lot of people without a house while owning land. This was a major concern for them and Oruma considered the reconstruction of houses as a top priority in the village.

8.2 Clean water resources

Oruma identified that the water resources available in the village were provided by local self-governments and they are not adequate to cater the needs of the villagers since they are not properly maintained. Also at the post-flood affected time, drinking water resource development can be considered as the best entry point for a village development project.

8.3 Community center

The lack of space for conducting community gatherings, public meetings, training and counseling sessions is a major concern in the village. This kind of facilities will help to develop a better understanding among the villagers.

8.4 Ensure quality primary education

Ensuring a good quality of primary education is a necessity in the village. This will include the support activities like tuition centers, transportation facilities especially for girls, up gradation of nearby government schools to higher secondary level, improving the standard of nearby government schools, and support to the students in all aspects to ensure zero drop outs.

8.5 Ensure proper higher education

The villagers need proper guidance and support for higher education. The facilities for aptitude tests, counseling, and financial support are required to ensure proper higher education.

8.6 Ensure employment based on qualification and capabilities

The villagers should get exposure and training to ensure employment based on their qualification and capabilities. Self-employment schemes for individuals and employment units for groups should be established. Proper guidance should be provided for entrepreneurship schemes among the youths.

8.7 Ensure proper health and hygiene by proper sanitation & waste management

For ensuring proper health and hygiene, proper sanitation and waste management is very crucial. Awareness campaigns should be conducted for this to teach the best and cost efficient methods for this. Also, modern toilet facilities should be created in the village considering the total population.

8.8 Women’s empowerment

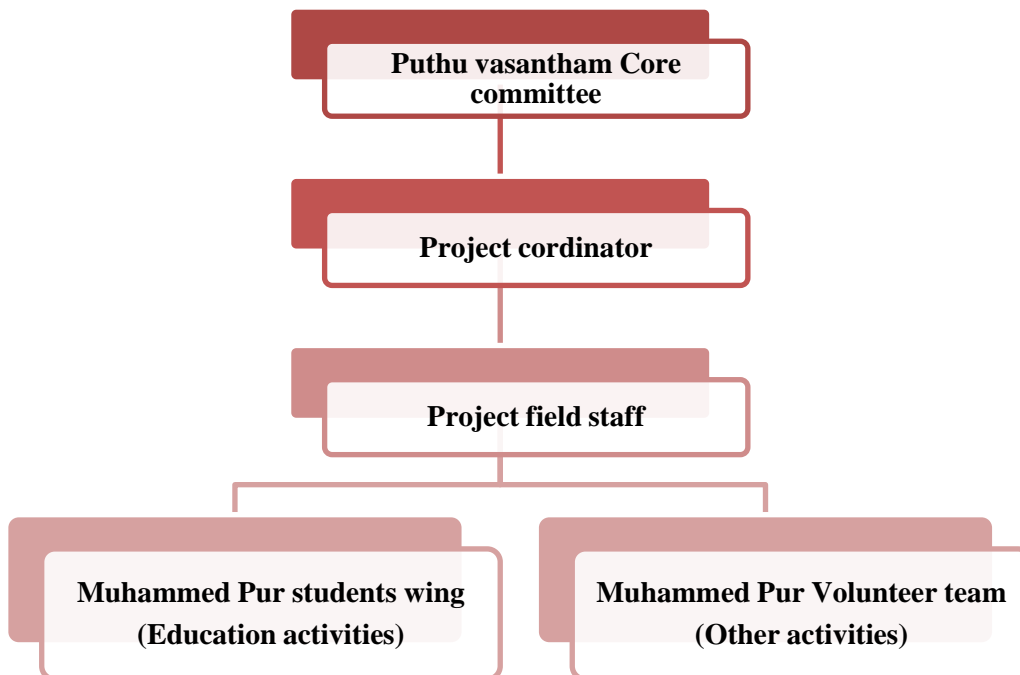
From the gender ratio of the village, it is very evident that women contribute to about 60% of population. Women empowerment will help to explore their potentials, helps to strengthen the families and leads to the total community empowerment. Women employment units will be a great step in this regard.

8.9 Financial stability through better and productive financial methods

The villagers are depending heavily on private money lenders who charge huge interests. Productive financial methods like interest-free micro finance system should be introduced in the village.

9. Project Execution

Project staffs are recruited for smooth execution and the below hierarchy is defined.



9.1 Activities completed

- Oruma involved/arranged discussions with experts from the Vision-2026 project team of the NGO HWF for a project for developing the colony
- Oruma planned to joint venture with People's Foundation for infrastructural development and with CIGI for making long plan for improving educational status of the community
- Distributed 20 knife sharpening machines those who have to lost their machine during 2015 Chennai flood
- A Detailed Survey was conducted in the Muhammedpur colony on 30th April & 1st May 2016
- Conducted a one-day Legal Advisory camp on 21st May with the leadership of Adv. Musthaq Ahammed
- Wadi Huda Group of institution Managing Director S.L.P Abdul Salam and Principal Iqbal visited the colony and offered free education for selected girls
- Conducted career Guidance and Motivational class for students studying 9th Std. onwards under the leadership of Abdul Kalam Nazer, Associate Professor, New College. There were participation of 115 including parents
- Natarajan (Regional Director Dept. of internal training & Employment Tamil Nadu Govt) delivered a talk on availability of various courses for higher studies on same day
- Education Scholarships were provided to 16 students for joining various courses after completion of 10th and 12th studies
- Given support for continuing education for 3 drop-out students
- Started spoken English course in that locality with the help of a graduate in English for removing language barrier during higher studies
- Oruma in-charge Saleem explained about Oruma's short term and long term project (Project named as ***Puthuvasantham***) to local people on 19th August 2016
- Laying of foundation stone ceremony for five houses (Priority basis) was held on 18th September 2016 and it was inaugurated by Br. Jalaludheen, Public Relation Secretary, JIH, Tamil Nadu.
- Same day (18th September 2016) laid foundation stone for constructing a water tank for resolving the drinking water scarcity in the colony and in the Masjid
- Started a student union MSW (Muhammedpur Students Wing) for empowering the students in that locality. Currently 15 members of that union

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- Five houses submitted to Muhammedpur colony people on 18th January 2017 by Jb. T. Arif Ali, Assistant Secretary, JIH and laid foundation stone for another set of 5 houses
- Water tank submitted to the colony on 5th February 2017 by P. Mujeeb Rahman, Chairman People's Foundation
- Oruma gave support to 23 students from 8th to 12th std. for participating in an aptitude test conducted by CIGI in Chennai on 23rd February 2017
- Women members of Oruma visited the colony on 14th March 2017
- Another five houses submitted to people of Muhammedpur colony on 9th April 2017 by Jb. P.C Basheer, Director, People's Foundation and laid foundation stone for another set of 5 houses
- Idli Dosa batter machine was given to a widow of two daughters on same day itself (9th April) as a part of self-empowerment of women
- Started a program named "*E Sevai Mayyam*" for supporting villagers for applying online for various applications for getting benefits. For this purpose one computer, printer and scanning machine installed in the colony



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10. Project Costing

Budget of the project

The detailed budgets under different heads are explained in the charts below.

ADMINISTRATIVE COST			
Sl No	Head	Per month	Per year
A	Administration		
1	Stationary	1000	12000
2	Travel	2000	24000
3	Miscellaneous	3000	36000
4	Communication	500	6000
B	Personnel cost		
1	Project field staff - salary	11000	132000
2	Project field staff - TA	3000	12000
3	Temporary staff - Need basis	1000	12000
4	Accountant - Part time	2000	24000
5	Miscellaneous	3000	12000
	Total		270000
VILLAGE LEVEL COST			
1	Teacher	9000	108000
2	Training and workshops	5000	20000
3	Functions (Inauguration, meetings)	5000	20000
4	Communication	500	6000
5	Miscellaneous	2000	12000
6	Monitoring and evaluation	1000	12000
7	Publicity	1000	12000
8	TA and DA for volunteers	2000	12000
	Total		202000
ONE TIME INVESTMENT			
1	Inauguration		3000
2	Cost of survey		3000
3	Seminars, Training and discussion		5000
4	Miscellaneous		5000
	Total		16000



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TOTAL COST						
Sl No	Head	1st Year	2nd Year	3rd Year	4th Year	5th Year
1	One time investment	16000	0	0	0	0
2	Administrative cost	270000	270000	270000	270000	270000
3	Village level cost	202000	202000	202000	202000	202000
	Total	488000	472000	472000	472000	472000

The infrastructure cost for upcoming projects is added below

INFRASTRUCTURE COST					
Sl No	Head	Cost per unit	Qty	Total	Remarks
1	Houses	200000	70	14000000	1 Unit = 1 House (200 Sq feet)
2	Land	100000	30	3000000	1 Sq feet = 500/-
3	Toilets	8000	200	1600000	1 unit = 1 toilet
4	Community center - land	200	1000	200000	1 unit = 1 sq feet
5	Community center - construction	1100	1000	1100000	1 unit = 1 sq feet
	Total			19900000	



11. Expected outcomes of the project

Education

- Improved literacy level
- Negligible drop outs/left outs
- Maximum enrolment of children in schools
- Equal participation of girls in education
- Awareness of parents on education, child rights, women rights and human rights
- Qualified candidates in all sectors of education

Health sectors

- Healthy practices among the villagers
- Reduced diseases and health problems
- Reduction on consumption of alcoholism
- Awareness and knowledge on transmitting diseases

Safe drinking water and sanitation

- Majority will have access to pure drinking water
- Maximum of villagers will use modern clean sanitation methods
- Much improved health and hygiene for villagers

Livelihood

- Alternate self employment activities
- Increase in income level
- Improved socio economic activities
- Reduced migration
- Productive economic activities

Human resources

- Villagers capable of empowering themselves and extend the project to nearby villages
- Skilled workers and professionals
- Educated youth and women

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PUTHUVASANTHAM		ACTION PLAN/WORK PLAN - 5 YEARS (QUARTERLY)																			
SI No	ACTIVITIES	YEAR - 1				YEAR - 2				YEAR - 3				YEAR - 4				YEAR - 5			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1	Formation of Puthuvasantham Core Committee																				
2	Discussion on project plan with like minded NGO s																				
3	Preparation of project proposal																				
4	Recruitment of project staffs																				
5	Training of project staffs																				
6	Baseline survey																				
7	COMMUNITY AWARENESS AND STRENGTHENING																				
A	Project launching and familiarization to the community																				
B	Introduction camps for villagers about Oruma																				
C	Formation of Muhammedpur Students Wing																				
D	Formation of Core volunteer wing																				
8	ENSURING QUALITY EDUCATION																				
A	Establishment of spoken english tuition																				
B	Establishment of tuition for difficult subjects																				
C	Selection of appropriate resources for tuition centers from village																				
D	Arrangement of eligible scholarship																				
E	Facilities of applying examinations and availing scholarships																				
F	Financial support for higher education																				



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G	Arrangement of transport facilities for school going students																			
H	Awareness on government facilities/scholarship for education																			
I	Activities for upgradation of near by govt/aided schools																			
J	Special counseling for drop out students																			
K	Arrangement of guidance and motivation classes																			
L	Arrangement of higher studies in pioneer institutes in kerala																			
9	INFRASTRUCTURE																			
A	Legal support to settle land disputes																			
B	Construction of houses																			
C	Buy and give land to those who are not having land																			
D	Construction of community center																			
10	SAFE DRINKING WATER AND SANITATION																			
A	Construction of bore wells																			
B	Construction of water tank																			
C	Installation of pumps and fittings																			
D	Construction of low cost latrines																			
11	LIVELIHOOD																			
A	Training for self employment ventures																			
B	Support for self employment ventures																			
C	Microfinance schemes for small scale buisness																			





During Survey at Muhammedpur Colony



Visit of CIGI members at site



Knife sharpening machine distribution



Initial discussion with People Foundation



Spoken English Tuition



Br. Saleem explaining project to locals



Scholarship adalath at Oruma house



Foundation stone ceremony on 18th September 2016

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Career guidance class at Oruma



Review of Students supported by Oruma for higher Education



Students attended for CIGI aptitude test



Ladies Visit newly built houses by Oruma



Water tank constructed by Oruma



Newly constructed houses in Colony