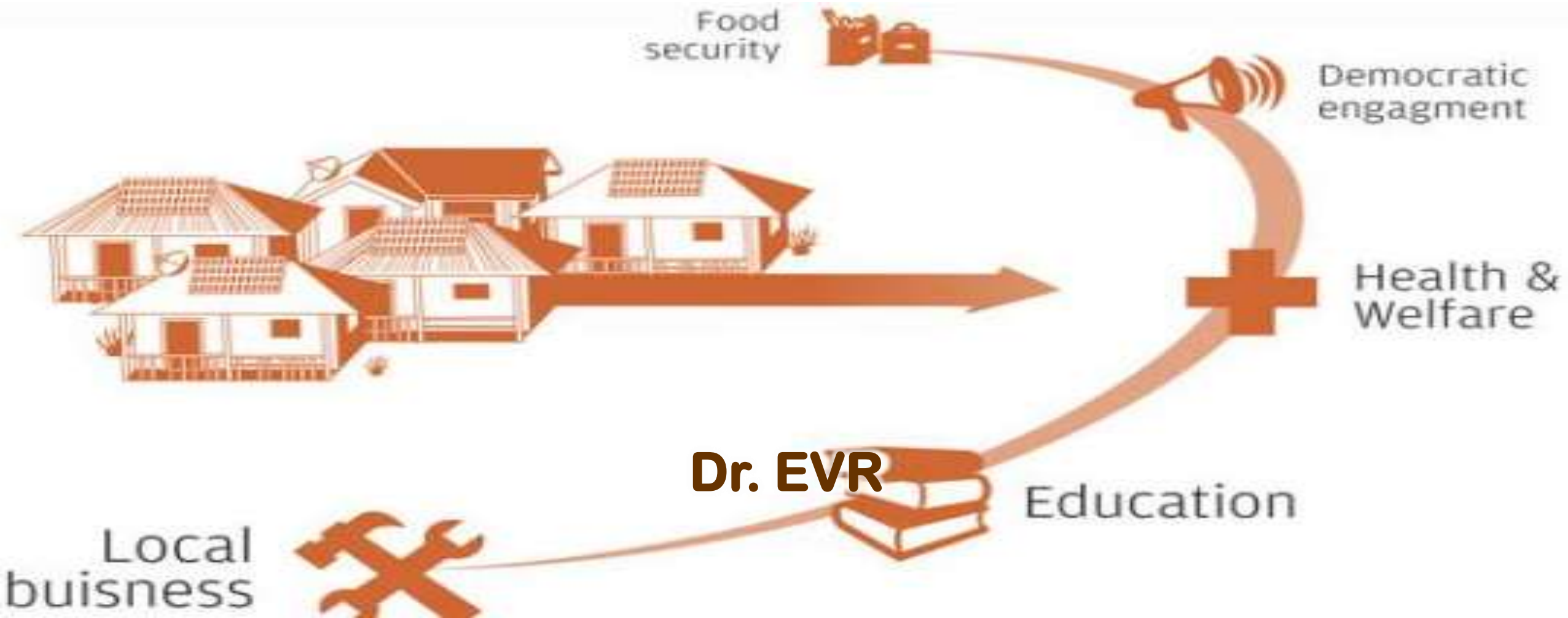


VILLAGE ADOPTION

HOW INDUSTRIES COULD PLAY A ROLE IN DEVELOPING SMART VILLAGES



SOCIO-ENVIRONMENTAL IMPACT OF INDUSTRIES

Though, industries have brought economic development, but have caused environmental damages and negatively impacted communities in and around project areas.

The perception of inadequate Corporate Environment Responsibility (CER) by the industries surrounding their operational influence, inadequate compensations for land acquired from the locals, long pending resettlement and promised employment issues contributed to social dissatisfaction and unrest in these areas.

Social issues also lead to off shooting of other social evils violation of human rights, social inequality, exploitation of women and children, corruption, livelihood problems, etc.

This brings home the reality that the industrial activities have not resulted enough benefit to the local community. Moreover, local communities always remain vulnerable to any environmental or occupational hazards.

At this juncture comes the concept of **VILLAGE ADOPTION BY THE INDUSTRIES**

Village Adoption means to work along with the community at the grass root level, while enabling/empowering them for pursuing the goal of development of the village in line with the Sustainable development Goals and learning as to what works and what doesn't and evolve a model of village development for replication and trainings. The success and sustainability of village adoption depends upon peoples' participation and ownership of the adoption plan. Hence at every stage, involvement of people should be ensured.

WHY SHOULD INDUSTRIES ADOPT VILLAGES

- The local communities are most vulnerable to any kind of environmental or occupational hazards.
- Industries should remain in harmony with local communities, only then they can operate smoothly.
- For smooth functioning of industries, they should keep on engaging the local community. This can be best achieved by adoption of villages and developing them as model villages.
- As a matter of social and environmental justice, industries should take care of adjoining villages and its natives.

WHY SHOULD INDUSTRIES ADOPT VILLAGES

- The Village adoption scheme will keep the soul of rural India alive while providing its people with the physical amenities to enable freedom of choice to shape their own destiny.
- This scheme would focus on an integrated development of the villages across multiple areas such as agriculture, health, education, sanitation, environment, livelihoods etc.
- It seeks to not only provide physical infrastructure and access to basic amenities but also improve the standard of living, enrich social capital and build community spirit.

SMART VILLAGE



Smart Villages are communities in rural areas that use innovative solutions to improve their resilience, building on local strengths and opportunities.

They rely on a participatory approach to develop and implement their strategy to improve their economic, social and environmental conditions, in particular by mobilising solutions offered by digital technologies.

Smart Villages can be funded by a variety of public and private sources.

VILLAGE ADOPTION INVOLVES

- Inspiring each member of the rural communities to plan, mobilise forces and resources for sustainable development for creating an ecosystem for positive transformation.
- To engender progressive changes in the communities through alternative development models that are participatory, sustainable and inclusive.
- Rendering service to community by creating and sustaining an inclusive cooperative living.
- Empowering marginalised and vulnerable groups in the village particularly the elderly, the women, the youth and the children of the community.
- Establishing models of resources, manpower to achieve comprehensive development in tune with people's aspirations and potential.
- Building partnerships and networking with various agencies (NSS units, NGOs, Public & Private sector, NRI) and industries working around the village for development of the selected village.

SDG-Smart Rural Villages



SUSTAINABLE DEVELOPMENT GOALS IN DEVELOPING SMART VILLAGES

SELECTION OF VILLAGES FOR ADOPTION

- Village selection can be geographical based on access, drought prone, hilly, desert etc.
- Based on poverty, vulnerability, backwardness, in terms of accessing government sponsored development/welfare programmes etc.
- Availability/ access to technologies.
- Service delivery effectiveness/ ineffectiveness.
- The statistical profile may be based on demographic profile, agriculture production, land-use pattern, incidence of basic amenities, incidence of weaker sections, agriculture and allied sector, performance in implementation of welfare/development programmes etc.

VILLAGE ADOPTION: THRUST AREAS

1) BASELINE SURVEY AND NEED-BASE ASSESSMENT

- This survey should focus not only the availability of different resources in the village but also the need of the villagers.
- After completing the Baseline Survey, one should conduct **Need base assessment** with the data and information collected.
- Need base assessment help to understand the present scarcity/ requirement of the village.
- It tries to find the different positive and negative aspects prevailing in the village.
- It helps in understanding the behavioral dimensions of the communities living in that area.

VILLAGE ADOPTION: THRUST AREAS

2) DEVELOPMENT OF HUMAN DEVELOPMENT INDEX INDICATORS

i. Health: or well-being is one of the main indicator which one need to give most priority, status of health of women and children need to focus.

ii. Education and knowledge: Every past research found that development of educational status of a community is mostly followed by development of the masses. Education also helps the villagers in participating in the developmental process.

iii. Per capita income: it is one of the most important indicator which needs special attention during rural development program. Rural India have very few source of income among which agriculture is the primary source.

Therefore, development of village will come with a introduction of sustainable employment for all villagers.



Mawlynnong, Meghalaya

In the tiny hamlet of Mawlynnong, plastic is banned, spotless paths are lined with flowers, bamboo dustbins stand at every corner, volunteers sweep the streets at regular intervals and large signboards warn visitors against littering. Here, tidying up is a ritual that everyone – from tiny toddlers to toothless grannies – takes very seriously. This small, 600-odd-person hamlet in Meghalaya is today renowned as the cleanest village in India and Asia.

VILLAGE ADOPTION: THRUST AREAS

3) DEVELOPMENT OF EXISTING INFRASTRUCTURE

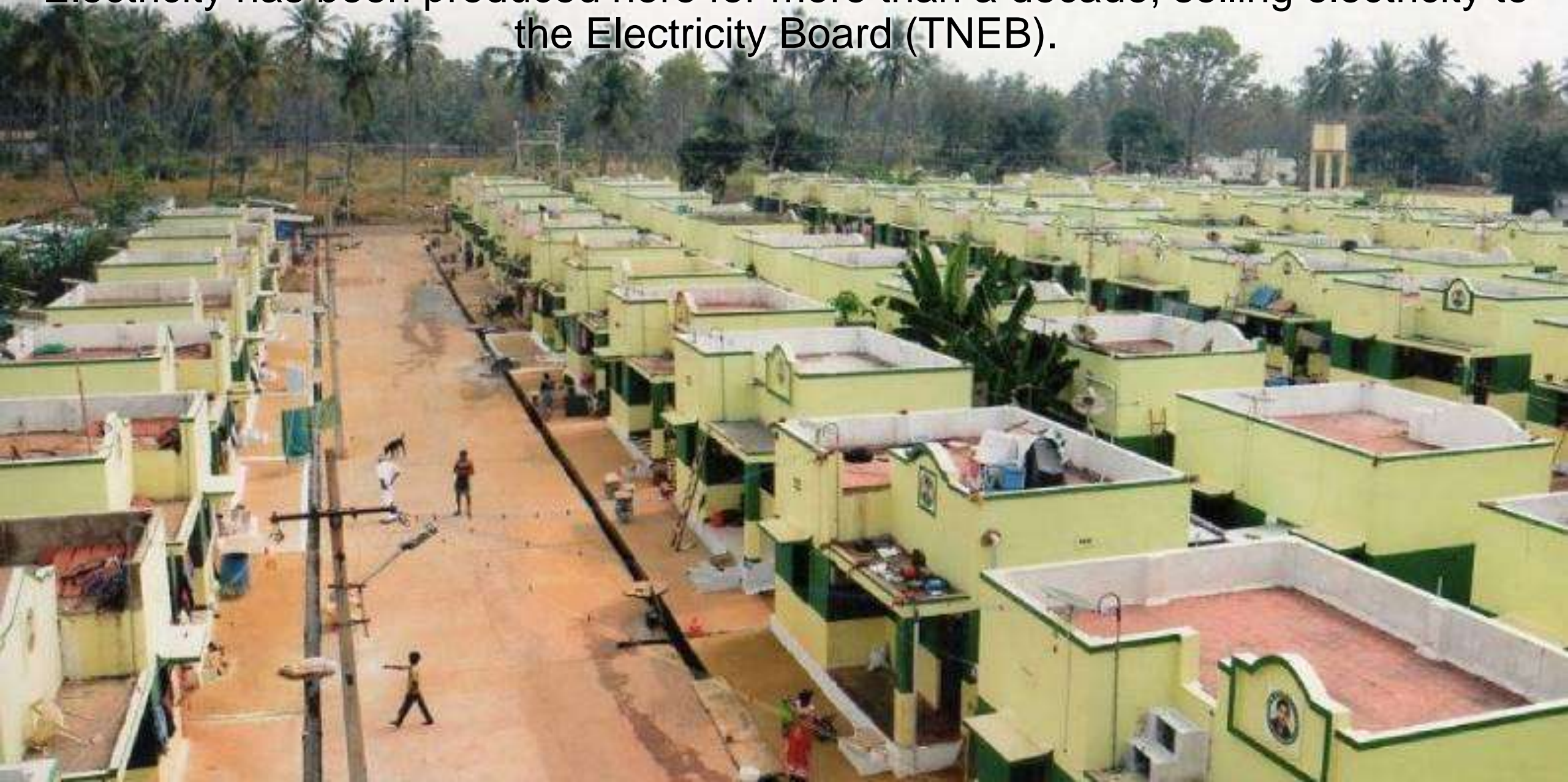
- i. **Means of transportation:** A good mode of connectivity to nearest town or city ensure a better development of that village.
- ii. **Means of communication:** For creating better communication one need to give focus on Digital communication. Mobile & Internet connectivity need to be introduced as much as possible.
- iii. **Power:** Continuous electricity to every village is necessary for its wellbeing.
- iv. **Entrepreneurship development:** Government has promoted and encouraged the rural youth and woman to open small scale industry like handloom industry, handicraft industry and poultry firms. This helps the villagers to connect with alternate source of income.

VILLAGE ADOPTION: THRUST AREAS

4) DEVELOPMENT OF ECONOMIC SITUATION

- i. **Generation of Source of income:** Source of income is usually limited to agriculture. Development of economic situation of a village is dependent on independent income source for both male and female members of the village.
- ii **Saving:** There should be fixed plan for creating awareness on savings. One should show the benefit of savings to the villagers.
- iii. **Skill development program:** Lot of skill development programs have been launched by Govt. But prime threat to this programs is weak participation. For a sustainable development of rural India one need to give more emphasis on developing skills of the youth of the villages.

Odanathurai village in Mettupalayam taluk of Coimbatore district of Tamil Nadu. Electricity has been produced here for more than a decade, selling electricity to the Electricity Board (TNEB).



VILLAGE ADOPTION: THRUST AREAS

5) DEVELOPMENT OF SOCIAL INFRASTRUCTURE : plays an important role in the overall advance of the rural economy, and by directly contributing to employment generation and asset creation.

One need to facilitate the communication between government authority and villagers in setting up more social infrastructure which enable the villagers to become independent during any rush hours, such as natural calamities, political disturbances etc.

More focus need to be on developing social infrastructure like *Schools, Hospitals, Community halls, Playground.*

VILLAGE ADOPTION: THRUST AREAS

6) DEVELOPMENT OF SOCIAL SECURITY

- i. **Equal participation:** Every program whether it is held within a family or in a community should have equal participation, including females. They should be encouraged to participate in the discussion.
- ii. **Gender equality:** One should develop a plan such that development takes place equally, in terms of gender, in the village.
- iii. **Dignity and recognition:** Each individual including children should get equal recognition in their achievement. It is necessary to monitor that dignity of all individuals.



Dharnai, Bihar

Once struggling to get basic electricity like most villages, Dharnai has now changed its fate and become the first village in India to completely run on solar power. Residents of Dharnai had been using diesel-based generators and hazardous fuel like cow dung to meet the electricity requirement for decades. Since the launch of Greenpeace's solar-powered 100 kilowatt micro-grid in 2014, quality electricity is being provided to more than 2,400 people living in this village in Jehanabad district.

VILLAGE ADOPTION: THRUST AREAS

7) WOMAN EMPOWERMENT

Rural women are key agents for development. They play a catalytic role towards achievement of transformational economic, environmental and social changes required for sustainable development. Empowering them is essential, not only for the well-being of individuals, families and rural communities, but also for overall economic productivity, given women's large presence in the agricultural workforce worldwide.

- i. **Woman and child education:** It should be mandatory, will ensure both micro and macro development of the village.
- ii. **Participation in decision making:** will help the policy makers to developed micro planning for the village.

VILLAGE ADOPTION: THRUST AREAS

8) BEHAVIOURAL DIMENSIONS

Last but not the least, one need to focus on behavioral or attitudinal changes in villagers. Positive attitude of every individual towards any development have to be encouraged.

9) MONITORING

While working on the above mentioned thrust areas one need to also monitor the level of response by the villagers. A separate Monitoring Committee need to be put in place at district level, which will include lead banks, NGOs, NABARD and other concerned agencies. Participatory meetings may be held on quarterly basis.

Deep in Chambal Lies Rajasthan's 1st Smart village, Dhanora.

Situated in the heartland of Chambal, this tiny village in the Dhaulpur district of Rajasthan has a population of 2,000. Until 2014, it was bereft of sanitation, internal roads, or potable water. It even faced issues like encroachment, power fluctuation, unemployment and crippling poverty. Enter the same village now, and you will be wonderstruck.



VILLAGE ADOPTION ACTIVITIES

- a) Mapping - Develop a Base Map:** will enable to get information about general layout of the community; to identify and prioritise domain areas and plan development activities; identifying key development activities in terms of infrastructure and physical space; arrive at Village specific baseline parameters of SDGs
- b) Evolving Blueprint of Village Development Plan:** will cover sanitation, water resources, natural resource management, skill upgradation, community mobilisation, women group formation, health, education, institutional building, enabling panchayats with ICT tools, agriculture development for smart agriculture, waste to wealth etc.
- c) Capacity Building:** Any transformation in a village will necessitate capacity building and behavior change of the people to realise self-help, community work, inclusive growth and activities and the belief that they can do.
- d) Rejuvenation of Natural resources System (Watershed-Geo Hydrological Projects) through convergence with government schemes:** The activities may cover steps to restore ecological balance through soil conservation, forest cover, enhance water table through ground water recharge and ensure safe and quality drinking water.



Ramchandrapur, Telangana

Among its many achievements, all the houses in the village have smokeless chullahs and toilets with tap-water facilities. It is the first village in the state to construct a sub-surface dyke on the nearby river and solve drinking water problems by constructing two over-head tanks in each house. The village does not have drainage system and all the water generated from each house is diverted to the gardens, which are planted by the villagers in each house.

IMPORTANT INTERVENTIONS

i. Individual Development : Hygienic behavior & practices; Reducing Substance Abuse (alcoholism, smoking etc.); Gender sensitization; Introducing women to technology & financial services including micro finance

ii. Human Development : Universal & equal access to basic health facilities; Immunization; Antenatal, Postnatal, and Delivery care; Food habits & Nutrition aspects; Universal and equal access to education facilities; Innovative smart schools, Libraries; Adult literacy

iii. Community Development : Community resource Mapping; Awareness generation; Environment; Social mobilization; Skill development in agricultural practices; IEC about reproductive and health care services and vaccines; Early childhood care and education; Vocational and technical training for youth; Encourage participation of community in water and sanitation management

IMPORTANT INTERVENTIONS

iv. Economic Development : Promoting diversified agricultural and allied livelihoods; Sensitizing the key community leaders on sustainable rural livelihoods; Upgrading knowledge on technology infrastructure and equipment's; Orienting them on Value-chain based business partnerships and market linkages.

v. Area Development : Watershed development along with water literacy; Road connectivity; Housing & habitat development by technologies.

vi. IT enablement : IT enablement by training and hand holding. For example, e-panchayat, digital transaction can be ensured.

IMPACT EVALUATION OF THE INTERVENTIONS

Mid-course evaluation need to be carried out to reorient the strategies and to improve the development indices.

Benchmarking the Impact : It is desirable to have a benchmarking strategy to measure the impacts.
Benchmarking against state and national averages



सत्यमेव जयते

Government of India

Saansad Adarsh Gram Yojana

This approach aims at holistic development (personal, human, social, economic, environmental developments, Basic amenities & services, social security, good governance) of the identified Gram Panchayat.

Engaging community for participatory local level development; Converging different government programmes, private and voluntary initiatives.; Building partnerships with voluntary organizations, cooperatives, academic and research institutions; Nurture the identified Adarsh Grams as schools of local development to train other Gram Panchayats; Hygienic Behavior and practices – Clean village; Reducing Risk Behavior – alcoholism, smoking etc.; Health and Nutrition - Drinking water (piped water supply); Education for all; Social Development; Diversified agriculture ; Rural Industrialization; Skill Development for all eligible youth; SHGs and Financial Inclusion; Employment under MGNREGA; Tree Plantation; Watershed – rain water harvesting – roof water harvesting; Roads / Electricity / Telecom / PDS / Village Markets; Strengthening GPs, Social Audit, Pro-active Disclosure





THANK YOU

Data retrieved from various sources is duly acknowledged