



# INTEGRAL RURAL DEVELOPMENT PROGRAMME



*Sri Aurobindo Society*

**SARVAM**

SRI AUROBINDO RURAL AND  
VILLAGE ACTION AND MOVEMENT



“The village is the cell of the national body  
and the cell-life must be healthy and developed  
for the national body to be healthy and developed....  
we must begin at the bottom and work up to the apex.”

~ *Sri Aurobindo*



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The Village Situation in India

An Overview

# The Challenges When We Started in 2005





- ❖ Nearly **700 million** people live in about **650,000 villages**—mostly below the poverty line.
- ❖ Rural agriculture and allied services contribution to the GDP of the nation has reduced drastically from **51.88% in 1950 to 13.94%** in 2013.
- ❖ Almost three-fourths of the rural households in India live with a monthly income of less than **Rs. 5000 (approx. USD 70 or GBP 55)**.



- ❖ Most **houses** are made of mud, with thatched roofs, without openings for light or ventilation, no potable water, and with no toilets or sewage facilities.
- ❖ The cooking is done with **firewood**.
- ❖ 90% children attend government schools, with concentration only on rote learning .
- ❖ The **dropout rate**, especially among the girl-students, is very high due to economic and social conditions.
- ❖ The nearest **hospital** may be at a distance of 15–20 km, with no means of transport.
- ❖ The **health center** is usually unhygienic, without a qualified doctor and errant paramedic staff.

## Education

- ❖ Only about **58% males and 30.5% females** are literate up to middle level of education (equivalent of Grade 5).
- ❖ At primary level, expenditure per student in urban areas is approx. **Rs. 10,000 (USD 142.5; GBP. 112.5/annum)**, more than four times than that in rural areas, pegged at **Rs. 2,811 (USD 39.75; GBP 31/annum)** at government schools.





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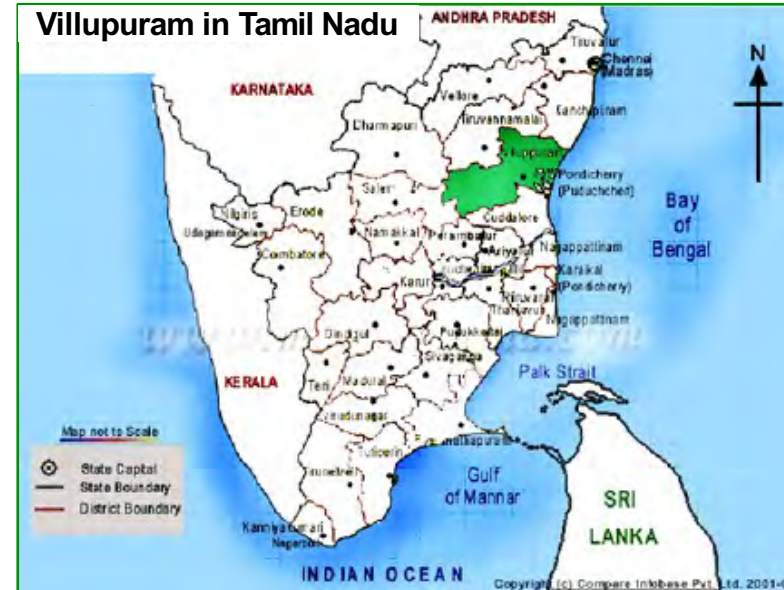
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The Project—An Endeavour





- ❖ Tamil Nadu is a state in southern India.
- ❖ In Villupuram, the largest district in Tamil Nadu, lie **20 villages** (at a distance of about 15 km from Pondicherry) with a huge population of scheduled castes and people living below poverty level in great need of developmental support and help.
- ❖ Total no. of people benefiting through project in 2017–18 is **20,000**, belonging to **4,000 families**.



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**Our Approach and Activities**



- ❖ Total no. of villages: **20 villages**
- ❖ Total no. of people benefiting through project: **20,000 people**
- ❖ Community members who started livelihood activities: **900 people**
- ❖ Trained community members: **1,972 people**

- ❖ Number of vulnerable and marginalized people benefitting: **750 people**
- ❖ Household income levels have gone up by **20–40%**
- ❖ Drop out rate was **90%** for students of Grade 12. Now it has come down to **10%**
- ❖ **0% dropout** in students of Grade 10



## Education

- ❖ **Children's Corner:** Providing extra-classes, skill and proficiency training and cultural activities for **1,750 children**.
- ❖ **Rural Computer Education:** for **1,500 schoolchildren** in software and hardware in 3 computer centres.
- ❖ **Scholarship Assistance:** For children of destitute and single parents. Around **70 students** got scholarships worth **Rs. 4 lakhs** in 2017–18.



No. of children benefitting in the project: **2,000**



- ❖ **English Access Microscholarship Program:** Sponsored by the US Embassy where **250 students** have successfully completed learning English since 2015. The current batch has a 100 more students.



- ❖ **Extra-tuitions for Board Examinations:** Attended by nearly **1,800 children from Grades X and XII** in subjects such as Maths, Science, English, etc. For the last 5 years, the villages have seen 100% pass results.



- ❖ Number of Children in Children's Corner (weekend classes): **1750**
- ❖ Number of students in Daily Supplementary Education: **2,000**
- ❖ Number of Children in Annual Camps: **1,000**
- ❖ Value Education for Children: **30** Programmes, covering **1,500** students
- ❖ Communication Skills Workshops: **11**, covering **800** students
- ❖ Behavioral Training Workshops: **20** programmes, covering **1,250** students

## Women Empowerment & Livelihood

- ❖ **Employment and skill training programmes: 2,000** women being trained in **20 farming and non-farming income-generation occupations**, such as tailoring, handicrafts, dairy farming, organic farming, paper products, sales of local merchandise, etc.



- ❖ **Leadership and Team Building Workshops:** In association with professionals for progressive and informed women leaders and team members.

No. of women benefitting through SARVAM: **2000**





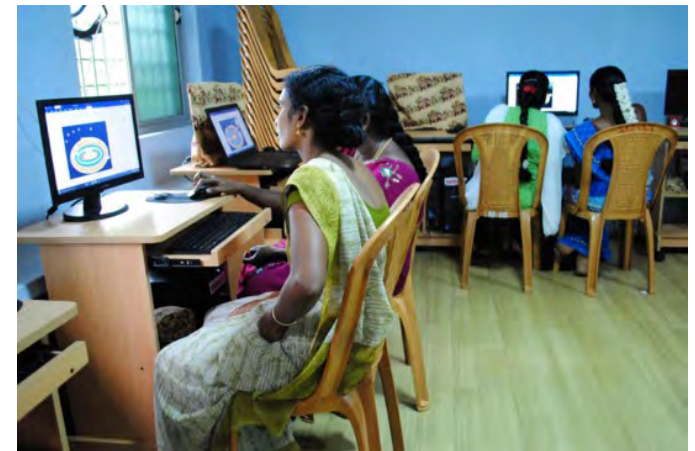
- ❖ **Loans and Financial Assistance:** Through **Pudhia Udhayam Community Revolving Fund**. More than **100 savings groups with 2,150 women** formed, and the Fund now has a corpus of **Rs. 3 lakhs**, to finance their personal and professional needs.



- ❖ In 2017–18, more than **800 women** are being educated as a part of the adult literacy programme.
- ❖ **295 members** have obtained group loans; besides **500 others** have been already linked up with banks.
- ❖ Nearly **50%** of the members have been linked to local commercial banks.
- ❖ Through banks, more than **Rs. 10 million** has been disbursed as loans, with almost no defaulters.

# Digital and Financial Literacy

- ❖ **Regular trainings being provided in digital bank transaction**, operation of debit cards, importance of health and life insurance and online government schemes.
- ❖ 25 types of small business commenced in the project villages (**more 10 new start-ups + 15 existing business** expanded)
- ❖ **225 women** are being trained in computers in the 3 computer centres of the village.



## Vulnerable & Marginalized

The elderly, orphans, widows, abandoned women and children, terminally ill and other marginalized members are most vulnerable to suffering because of social exclusion and domestic violence.



❖ **Athletic Meets:** Sporting activities for middle-aged and elderly to encourage social equality and communal unity.

No of vulnerable & marginalized people benefiting from the project: **750**



❖ **Festival Celebrations:** During regional festivals, such as Pongal, Diwali and Masi Magam, SARVAM organizes special activities and events to make connect and be supportive to each other **without any discrimination of caste, race, language, religion and social status.**

❖ **Financial Assistance:** Sums of Rs. 5,000 and above are regularly provided for extremely poor, marginalized individuals/families to start livelihood activities.



❖ **More than 15 free health camps** are organized every year for eyes, heart, ears, diabetes, orthopaedic, reproductive health and geriatric care in general.

# YOUTH

- ❖ **Skill Training:** Skill training such as basic computers operation, radio programme management, paper products, etc., are regularly given to young boys and girls.
- ❖ **Spoken English:** Spoken English classes conducted for 100 youth.
- ❖ **Continuation of Higher Education:** 25 youngsters who had dropped out from their schools, encouraged to complete and now studying are community colleges.



- ❖ **Awareness Workshops:** Discontinued the abuse of alcohol and drugs after attending regular awareness workshops on the devastation of their own bodies and families.
- ❖ **Regulating Lives:** After attending the awareness programmes, many youngsters are going to the jobs.



## Health and Sanitation



- ❖ **Health:** SARVAM organizes workshop and training programmes wherein school-going children are taught to eat **nutritious food with resources** that are available in their households.
- ❖ **Hygiene:** Various programmes and projects to provide safe drinking water; sewage, excreta and garbage disposal; domestic and community sanitation, etc., covering **18 villages**.



## Sub-Health Centre



- ❖ Full-fledged, cleaner and better-stocked health centres are now running in most villages
- ❖ **An MOU has been signed between the government (under the aegis of District Rural Development Agency) and SARVAM for constructing 350 toilets in the villages; 200 toilets are constructed, and 111 under progress.**





- ❖ 4 school toilets constructed.
- ❖ 2 Public toilets renovated.
- ❖ 20 Sanitation awareness programs conducted.
- ❖ Workshops being conducted on the importance of constructing toilets and hygiene for the benefit of health.



## Media: Community Radio & Journal



- ❖ **Community Journal—*Grama Pudiya Udhayam*** featuring the activities of the villages, local news, government welfare schemes, important events and suggestions and feedback are also featured.

- ❖ **Community Radio Station—‘Pudiya Udhayam’** In 2015, SARVAM’s Community Radio Station in Tamil—‘Pudiya Udhayam’ (meaning ‘New Dawn’; 91.2 FM)—was launched.

- ❖ The radio channel reaches **50,000 people in 30** villages of Puducherry & Tamil Nadu and broadcasts programmes that educate, inform and entertain.

- ❖ At least 60% of the content is produced with direct **involvement of the local community.**

- ❖ The community youth are being provided the basic technical training of broadcasting.



## Natural Calamities

Being located on the coast, the SARVAM villages experience a few cyclones and storms every year and have suffered some colossal natural disasters such as a **Indian Ocean tsunami in 2004, Cyclone Thane in 2011 and massive floods in December 2015**, resulting in huge losses of life and property.

2015 Floods



Cyclone Thane

- ❖ In such circumstances, the SARVAM team works day and night to bring **immediate relief** to the affected people.
- ❖ **In 2015, immediate relief materials worth lakhs were distributed**, including cooked meals, milk, bread, clothes, blankets, tarpaulin and rope for temporary shelters.



#### Relief Operations During Various Natural Disasters

- ❖ Coordination with Panchayat leaders to take injured to hospitals, provide **emergency relief** medicines, first aid and insect repellents.
- ❖ Dispensed chlorine tablets to **purify water**.
- ❖ Set **up temporary shelters**.

## RURAL DEVELOPMENT PROGRAMME—TOTAL OUTLAY 2019–20

AREA	BROAD FIELDS	APPROX. NO OF BENEFICIARIES	TOTAL COST IN INR	PER BENEFICIARY COST IN INR	TOTAL COST IN £	PER PERSON COST IN £
<b>EDUCATION</b>	Books, Snacks & Scholarships	2,000 students	15,352,000	7,676	166,870	83
<b>HEALTH &amp; SANITATION</b>	Awareness & Medical Camps	500 people	1,850,000	3,700	20,109	40
<b>WOMEN</b>	Awareness, Skill Training	2,000 women	3,300,000	1,650	35,870	18
<b>VULNERABLE &amp; MARGINALIZED</b>	Medical, Clothing & Livelihood	750 people	6,062,500	8,084	65,870	88
<b>YOUTH</b>	Skill Training & Sports	1,000 youth	1,250,000	1,250	13,587	14
<b>HOUSING</b>	Renovation	100 houses	5,000,000	10,000	54,348	109
<b>COMMUNICATION</b>	Community Radio & Journal	10,000 people	850,000	85	9,239	1
<b>ADMINISTRATION</b>	Salary & Maintenance	–	3,366,450	201	36,592	2
<b>TOTAL</b>		<b>16,750</b>	<b>37,030,950</b>	<b>2,211</b>	<b>402,510</b>	<b>24</b>

**SARVAM** is an integral rural development programme, working in 20 villages and providing benefit to more than 20,000 people, belonging to 4,000 families in Puducherry and Tamil Nadu (figures from 2017–18).

One £ has been taken at the rate of Rupees ninety-two.

# Volunteer Opportunities

## ❖ IN MAY JUNE

### **Teaching**

Elocution, History of Art, English, Basic Computer Skills, Story Telling, Drama, Practical Science, etc.

### **Extra Curricular Activities**

Craft, Motivation, Art, Yoga, Model Making, Nature Study, Dance, Sports, Papercraft, Pottery and many more

### **Skill Development**

Photography, Sewing/Stitching, Embroidery, Cycle Repairing, Agriculture, Astronomy,



## ❖ ALL YEAR ROUND (morning & evening)

### **Coaching classes**

in subjects related to Maths, English, Science, Reading, Writing, Other Languages, etc., at Students' Corner.

## ❖ **Doctors** and specialists can organize Health Camps for General Check-ups, Nutrition, Dental Hygiene, Gynaecological Health, Cataract, Health Awareness, First Aid and related areas.

For more details to volunteer for the project, kindly visit the website of Sri Aurobindo Society at [aurosociety.org](http://aurosociety.org)



International Headquarters of Sri Aurobindo Society, Puducherry



The SARVAM village programme has been initiated and is being implemented by **Sri Aurobindo Society**.

The Society is

- An international, spiritual, educational, cultural, not-for-profit NGO
- Recognized by the Government of India as a Charitable Organization, a Research Institute and an Institution of Importance Throughout India





## Main fields of activity

- Education
- Rural Development
- Sustainable Development and Renewable Energy
- Health
- Leadership & Management
- Indian Culture
- Palliative Care
- Children with Special Needs
- Youth and Women
- Media, Arts & Communication
- Social & Economic Development
- Research & Training
- Workshops, Seminars, Conferences, Exhibitions
- Books, Audio-visuals, Magazines and E-journals



We welcome you all to join us in the challenging task of  
creating a new and more beautiful tomorrow!

**For further information,**

*Visit our Website:* [www.aurosociety.org](http://www.aurosociety.org)

*Visit our Facebook page:* [www.fb.com/aurosociety](http://www.fb.com/aurosociety)

*Subscribe to our monthly eNewsletter:*

<https://eservices.aurosociety.org/an/>

*Telephone:* +91 - 413 - 233 0331 / 233 6396

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Thank You !



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