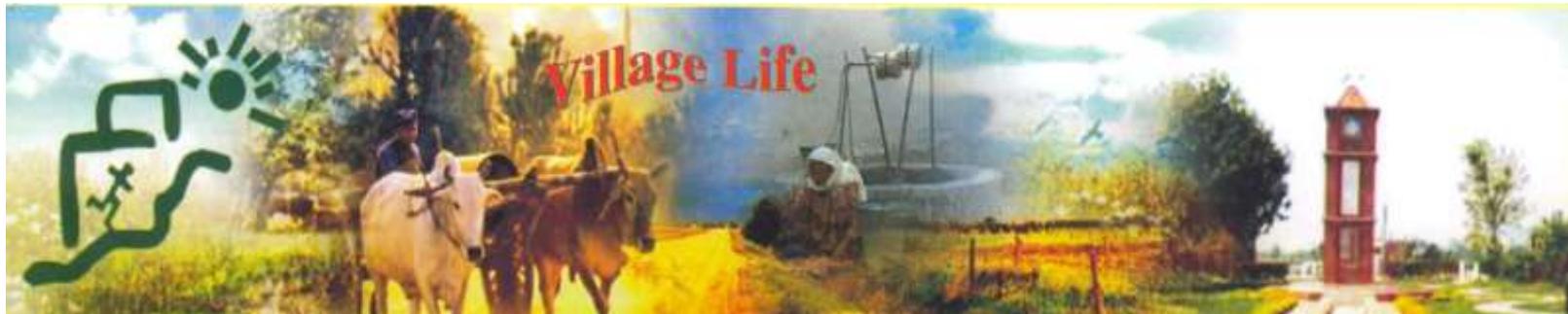


Village Life Improvement Program

Making a difference – village by village

Our Village - Our Pride
Apna Gaon - Apni Shan



Village Life Improvement Program (VLIP) www.vlip.org or www.vlif.in

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Promoting Productive Living in Rural Area-Strategies

❑ **Top Down:**

- The present “Top down” development strategies being used in most developing countries are not working satisfactorily.
- Trickle down not reaching the rural masses.
- Income disparity increasing.
- The “left behind” people not willing to wait for decades, let alone centuries.

❑ **Bottom UP:**

- Need to start “bottom up” processes of development which benefit the “left behind” people directly and significantly, especially in the villages.



Promoting Productive Living in Rural Area

- Present Situation-

- ❑ **More than 60% of India's population still lives in villages.**
- ❑ **Deplorable Sanitary Conditions:**
- ❑ **Little or no infrastructure for providing safe drinking water, promoting sanitation, and managing human waste.**



Rural People Marginalized

- **Approximately 21% of communicable diseases in India are related to unsafe water.**
- **Drinking water contaminated by human waste causes an estimated 78% of diseases.**
- **Such waterborne diseases or malaria, dengue fever, hepatitis widely prevalent.**
- **Diarrhea alone causes more than 1,600 deaths each day, especially among children.**

Present public health facilities are overwhelmed by these preventable waterborne diseases.



Open Sewer in streets



Open Polluted Pond

Start with provision of basic necessities for productive living.

Key Components

- **Fresh Water**
(for healthy living)
- **Availability of clean drinking water is a basic need.**



Overhead water Tank at village Guru Ki Dhab developed by VLIF

Basic Necessities – Continued

Key Components

- ❑ **Sanitation**
(for healthy living)
 - ❑ **Underground sewage**
 - ❑ **Waste Management**
 - ❑ **Paved streets**
- **Village park instead of polluted pond**



Underground Sewerage & paved streets at village Narur developed by VLIF

Village Park at village Kharaudi developed by VLIP



Basic Necessities – Continued

Key Components

- **Appropriate Education**
(for enhanced living)
 - **Personal Hygiene**
 - **Computer literacy**
 - Where there is an education gap, computer technology is a vehicle to bridge that gap.



Computer class at village Kharaudi

- **Clean Environment**
 - **Solar Lights**
 - **Biogas (roori) management**

**Solar Lights at village Langeri
developed by VLIF**



Basic Necessities – Continued

Key Components

- **Entrepreneurship**
(for productive living)
- **Develop employment skills**
- **Small scale businesses and agro based industries.**
- **VLIF-REF**
(Revolving Entrepreneurship fund).



VLIP Approach

1. Stakeholders Leadership

- Diaspora catalyzed participation-local change agents and partners in providing resources and management.

2. Government Assistance (not involvement)

- Financial – Matching grants
 - The government of Punjab has agreed to provide up to 75% of the costs of rural development project.
- Systemic obstacles removal.

3. Holistic Approach

- Water, sanitation, appropriate education and clean environment, entrepreneurship-synergistic results.

4. Social entrepreneurial leadership at all levels

- Village – Region – State - National

Progress to Date

- **Kharaudi 2000 to 2003**
 - **Basic facilities - every household connected with:**

- **Fresh Water**
- **Underground Sewage System (including a treatment plant)**
- **Paved Streets for Cleanliness**
- **Solar Street Lights**
- **Computers in school with instructor for computer literacy, and hygiene**
- **a village park with Pillar of Appreciation**



Both pictures after Polluted Pond at village Kharaudi developed by VLIP

Progress to Date - Continued

- 2003-05 - BrahmPur in Ludhiana
- 2006-07 - Deengerian (Nawanshehr)
- 2006-07 - Jian, Jandiala, and Langeri (HoshiarPur)
- 2007-08 - Awam Ghore Shah and DohIron (Hoshiar Pur)
- 2008-09 - Kakkar (Amritsar)
- 2009-12 - Guru-ki Dhab (Faridkot)



Program (continued)

- 2009-10 - Narur (Kapurthala)
- 2010-11 - Kanech (Ludhiana)
- 2011-12 - Partabpura (Jalandhar)
- **About a dozen villages in the pipeline**



As this holistic model of basic facilities takes hold in Punjab, VLIP plans to expand the program to other states in India.

Cost of Basic Facilities

- **Total cost of basic facilities is approximately US \$1,000 (Rs 50,000/family or \$200 (Rs 10,000) per person (Rs 50= \$1.00 for simplicity).**

- **Cost Sharing** (Under Plan Scheme NRI-I)
Government of Punjab – 75%
Villagers, including NRI's – 25%



- **Cost estimate for a small village of 200 households or 1,000 persons**
- **200 households x US \$1,000/family= US \$200,000 or Rs 1 cr.**
- **GOP share 75% = Rs 75 lacs**
- **Villagers share 25% = Rs 25 lacs or US \$50,000**
- **This is Rs 12,500 = US \$250/family or Rs 2500 = \$50 per capita.**

Program Benefits

□ Kharaudi – an example

Job Creation

- Full time computer instructor in school.
- Full time gardener for the parks.
- Part time persons to maintain the under-ground sewage system, keep the water system functioning, maintain the solar lights, and clean the streets.



Small Businesses:

- A family started a diesel powered wood sawing enterprise for the area carpenters and furniture makers.
- Two brothers started a plumbing service and a shop.
- An individual has started an electrician service and a shop.
- Several other shops - a confectionary, soft drinks, etc.
- A farmer has started growing "muslich" needed by a Multi National Corporation

Government Of India Assessment

Ms. Shipra Saxena, an M&E consultant for drinking water supply to the Ministry of Rural Development of the GOI, was sent by President Kalam to make an assessment of the integrated development project in Kharaudi and other modernized villages in March of 2005. In her report entitled, Kharaudi Village in Punjab, Model of Cleanliness: Can This Model Meet the Total Sanitation Challenge in India? (ddws.nic.in/casestudy_kharoudi.pdf) Ms. Saxena gives the following assessment on page 10.

Benefits of the Technology

1. The open drains have been eliminated and the streets are absolutely dry and clean.
2. Ladies and children are spared the embarrassment of open defecation in fields.
3. Distinct hygienic quality of life visible even in weaker sections.
4. People have become aware about the possible benefits of safe wastewater disposal.
5. General well being and health benefits being realized and reported.

Limitations of the Technology

1. Huge capital investment
2. Consumes lots of water
3. Requirement of Land and Pond

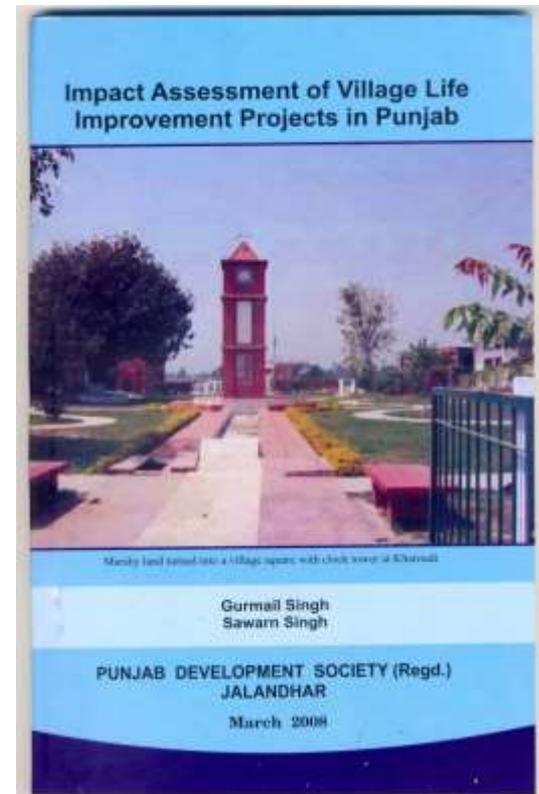


Program Benefits

- **VLIP commissioned an independent study (Impact Assessment of Village Life Improvement Projects – Gurmail Singh & Sawarn Singh) to assess the effects of the program.**
 - **A most significant finding is the reduction in diarrheal morbidity by about 70%.**



Village Narur Street Before and After developed by VLIF



Main Obstacles and Remedies

Developing solutions - a continuous process

- **State Officialdom** – To obtain allocations required access to Chief Minister's office, departments of Rural Development, Finance, State Planning Board, NRI affairs, Sanitation and Water, etc.
 - **Remedy - Officialdom Streamlined**

“One window entry” - PUNRIDC chaired by Chief Secretary to approve village development plans and allocate funds under the NRI Scheme 1 of the NRI department, Punjab accessed through the Deputy Commissioner & /or NRI Commissioner, Chandigarh.
- **District Bureaucracy** – To obtain funds required access to Deputy Commissioner, Additional DC, District Planning Board, DDPO, BDO, District Engineer PO, J.E., SDO (water and sanitation), etc.
 - **Remedy - Bureaucracy Sidelined**

Villagers work with a “independent engineer” selected by the D.C. to certify work completed and funds spent and to obtain allocated grant funds directly from the D.C.

(Now stipulated in PURA) 16

Main Obstacles and Remedies

(continued)

- **Dependency Syndrome** - Over the years since independence villagers have developed a sense of dependence on government – “government should provide all facilities free”.
 - Remedy – education & participation
 - Collaborating relationship with GN Polytechnic, Ludhiana, to compile demographic report for every new village and educate the villagers in cleanliness, personal hygiene and self reliance - Villagers must contribute something.
 - Diaspora (NRIs/NGOs) can act as effective “change agents” and facilitate to make it happen.
- **Outcome – Efficient Delivery System**
 - Former Prime Minister Rajiv Gandhi reported that under the government managed programs, it is estimated that no more than 15% of the allocated funds get spent for the direct benefit of the targeted populations.
 - Under VLIP’s streamlined delivery system, the costs are lower, and no less than 90% of the funds are spent for the direct benefit of the targeted village populations.

Employment and Entrepreneurship

- ❑ **Employment:**
- ❑ **Skills Learning Centers**
 - * **English Proficiency** ***Computers Literacy** ***Basic Account Keeping (Tally)**
(Bassi Pathana, Distt.Fatehgarh Sahib, Punjab
managed by M.B.Charitable Trust)
- ❑ **Kharaudi and others being planned**
- ❑ **The above skills make the participants more employable by local businesses.**
- ❑ **Entrepreneurship:**
- ❖ **Collaborative Relationships to help start small businesses**
 - Progressive Dairy Farming Associations
 - Punjab Agriculture University, (PAU) Ludhiana
 - Guru Nanak Dev Polytechnic College, (GNDP) Ludhiana
- ❑ **Rural entrepreneurship Revolving Fund (RERF)**
 - Fills the gap between what banks can loan (about 75%) and what the individual or group can come up with on their own (say 7%) to start the business or industry.
 - MOU with Allahabad Bank to disburse and collect the funds for RERF.

Potential Possibilities

□ Dairy Farming

Name of Potential Business	Total Required Investment	Bank Loan 75%*	Subsidy by Dairy Development	Beneficiary Share**	Net Income Per Month
Dairy Farming (2 Cows/Bufaloes)	1,00,000	60,000	25,000	15,000	9,000
Dairy Farming (3 Cows/Bufaloes)	1,50,000	90,000	37,500	22,500	12,250
Dairy Farming (10 Cows/Bufaloes)	5,00,000	3,00,000	1,25,000	75,000	45,000

* An Extra loan of Rs.10,000/- will be given by Bank as working capital limit.

**VLIF-REF can help provide a part of this as loan on need basis.

□ Other Farm Related Business:

1. Poultry Farming
2. Pig/Goat Farming
3. Bee Keeping
4. Food Processing
5. Fish Farming etc.

INCOME (EMPLOYMENT) GENERATION

□ Technicians Trained for Lighting:

- **Lighting plays an important role in all sectors. There is a Lack of knowledge about types of lighting and its right applications.**
- **Opportunities in landscape lighting, façade lighting, High mast lighting; flyovers, airports, open parking areas.**
- **A formal training can give learners exposure and help them in spreading awareness and usage of latest energy efficient and environmental friendly equipments.**

Technicians	Income Structure
Can open their general electrical repair shops	Self employed can earn Rs.10,000 – 12,000 per month
Can carry tools in hand bag	Daily wages @ Rs.200 – 300 depending upon skill and experience
Can work with the event managers in organizing parties, shows etc. where lighting plays major role	Industries and studios @ Rs.5000 – 7000 per month
Studio lighting: key lighting, back lighting etc.	@ Rs.10,000 – 15,000 And Cruise @ Rs.20,000 – 25,000

INCOME (EMPLOYMENT) GENERATION

.....Continued

-
- **Photography/Videography and Video Editing:**
 - Growing Profession
 - Media is in expansion mode and Advertising/Public Relations / Concept Photography for online media are in great demand. Also, in Weddings & Event Functions.
 - Video Editors who can also do VFX, GFX & CGA are most sought for.

 - **Scope/Employment Opportunities:**
 - Training in the field will increase creativity and skills
 - Self Employment, Production houses – Television/Films and Public Relations firms need good photographer/Videographers and also Video editors.

 - **Average Salary Income:**
 - Video Editors earn a salary Rs.12,000 to 20,000 per month.
 - Videographers earn Rs.12,000 to 18,000 per month average salary.
 - Still photographers earn Rs.10,000 to 15,000 per month initial salary.

INCOME (EMPLOYMENT) GENERATION

.....Continued

- **Flower Arrangement in Hotels & Events.**
 - Trained Floral Arrangers are not available for hotels which are specially required for various functions in banquets/events/functions.
 - After doing this course these students can become entrepreneurs and start their business of floral arrangement/decoration with the minimum investment of Rs.20,000.

- **Scope/Career Options:**
 - Self/Employed Floral Arranger/Flower shop
 - Event Management Companies
 - Caterers / Marriage Palaces / Hotels
 - Internet Floral Company.

- **Average Income:**
 - The Flower Arranger's salary from Rs. 3,000 and can go up to Rs.15,000.

INCOME (EMPLOYMENT) GENERATION

.....Continued

□ Beauty Therapy:

- Beauty care is Multi-billion Industry employing millions of people.
- Average per month Salary of the Candidate: Rs.7500/- per month.
- The Industry will require 5,00,000 beauty professionals.

□ Other Career related courses:

- Routine & Technical Maintenance Skills for Heritage Tourism Sites.
- Preparing and Application of Lime Mortars and Renders.
- Training to Potters in Glazing.
- Basic fitness Training.
- Food & Beverage Service
- House Keeping and Bakery

□ Careers in technicians in Engineering Industry, Welders, Fitters, Carpenters etc.

- Vehicle Mechanics
- Driving Training
- Solar Systems
- Computer Repairs

INCOME (EMPLOYMENT) GENERATION

.....Continued

- **Phiddey, Distt. Faridkot**
- **A Dairy Farm businesses by an NRI and a VLIF trustee has been started with 200 cows and has created more than ninety jobs for the local villagers and helped two “hardened” youths abandon drugs.**



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In Summary

- Most importantly, such a quantum jump in quality of life in a short period of time kindles a spirit of autonomy and entrepreneurship.
- It can start bottom up process of development in villages.
- It has the potential to change the face of rural India.

