

## **CHAPTER –X**

### **SUCCESS STORIES: A FEW CASE STUDIES**

This chapter portrays some of the success stories recorded in the context of implementation of various Rural Development programmes in the state of Tamil Nadu. The success cases have been categorised as central and state sector programmes, and they do furnish guidelines to evolve policies in implementation of Rural Development Programmes in the country.

#### **Central Sectoral Programmes**

##### **1. SGSY: Success Stories in Kanyakumari district**

Kanyakumari district could perform better in the implementation of SGSY due to various factors like better literacy, presence of large number of NGOs and co-operation of bankers. The district has large number of SHGs, estimated to be over 7000, attached to different NGOs. Majority of the SHGs are primarily involved in credit related functions. With the introduction of SGSY, more and more groups are coming into income generating activities. Hitherto unorganised producers are also presently organizing themselves into SHGs to avail themselves of the provisions under SGSY. While providing substantial increases in income to those BPL families, the credit cum subsidy structure of SGSY has been found successful in Kanyakumari with the loan advanced by banks under SGSY recording an unusual cent percent repayments. The operational structure of SGSY, with its banking and subsidy components, comes handy in the district.

The SGSY takes up a host of activities which includes handicrafts; like banana and Katalai fibre products, Coconut items, Sea Shell products, Food products; Pickles, Wafers, Masala powders; Readymades, Pin laces, Agarbatti, etc. Several NGOs in the District are collaborating among themselves in the implementation of SGSY and important among them are MALAR, NALA OLI, STELLA MARIS, RWDS, SED and CSD. Banks have been very cooperative in the implementation of the schemes in the district due to the role of NABARD and lead bank, which is Indian Overseas Bank.

The DRDA realised that the existing market structure was inadequate and planned to provide marketing support of the products of these SHGs. A new marketing system was created in the district with the support of youth, which was later regularised under the District Supply and Marketing Society (DSMS). Now a batch of ten marketing personnel is working under DSMS model, taking care of the marketing needs of SHGs.

In order to promote the sales turnover, bills and posters were printed and circulated to the potential buyers. And they planned to create a web site to captivate the global market. Further, efforts were made to enhance the quality of the product, fixing the prices as globally competitive. The products in the district were put under a common brand name, 'Swarna Kumari', and the unprocessed agricultural products also given attractive packing. A newsletter for SHGs was also launched called 'Thandora' which is aimed to disseminate information among SHGs functioning at different locations in the district as well as in the State. This will help them to learn the latest developments in technology, marketing, credit, etc.

A series of programmes were also arranged in order to make the implementation of the SGSY programme more professional. A programme on fisheries sector was organised with experts from the Central Institute of Fisheries Technology, Cochin, ICAR. NGOs associated in fisheries sector, SHG members, Panchayat Presidents and the Departmental officials were among those participated and benefited from this programme. NGO and SHG members were also taken for field visits so that they could initiate new programmes based on advanced technologies in the district.

## 2. SGSY: Swarna Mango Pulp Production Unit – Sathyamurthy Women Organisation, Mathur, Dharmapuri District

Mathur block in Dharmapuri district emerged as a model in the development of Micro Enterprises. There are ten viable activities identified in this block viz. Mango pulp and pickle production, floral cultivation and marketing, Sericulture, processing of Tamarind, cultivating vegetable crops, Coconut shell fibre products, chappals, Quarry, decorative dolls and ready made garments. Of these activities performed by the various SHGs in this region, the Swarna Mango pulp production unit emerged as one of the successful groups. The Sathyamurthy women organisation took much initiative and formed eight women SHGs comprising 120 members. Adequate training was given to these members for mango pulp production. This organisation obtained legal permission from the central government to produce the goods. This group received financial and technical support from Tamil Nadu Women Development Corporation, DRDA and NGOs.

### Economic Assistance

The eight SHGs planned to produce juice, squash and jam from the locally available fruits viz., Mango, Grapes, Pine Apple and Tomato. Each group received Rs. 3 lakhs as loan from the State Bank of India, Pochampalli. The details of the financial resources for the group are given below.

**Table 10.1 Details of Loan and Subsidy Received by the SHGs in Mathur Block**  
(Rs. in Lakhs)

Sl. No	Name of the SHG	Bank Loan	DRDA Subsidy	Total
1	Sathyamurthy	1.75	1.25	3.00
2	Mahatma Gandhi	1.75	1.25	3.00
3	Indira Gandhi	1.75	1.25	3.00
4	Kasturibai	1.75	1.25	3.00
5	Saradha Deviyar	1.75	1.25	3.00
6	Punithavathiyar	1.75	1.25	3.00
7	Thilagavathiyar	1.75	1.25	3.00
8	Muthulaksmireddy	1.75	1.25	3.00
	Total	14.00	10.00	24.00

## Infrastructure Development

In realising the importance to commence the production activity, the panchayat union decided to provide Community Hall to these SHGs. This hall was earlier used for giving training to the officials at the district level. Besides, Dhamapuri DRDA provided Rs. 8-lakh worth of machineries to them. Due to the officials' cooperation, this activity was performed well and they faced a constant demand for these products. In promotion of these activities, a basic building infrastructure was erected in the two hectares of Government land worth of Rs. 10 lakhs. This expenditure Rs.10 lakhs was provided for, from the infrastructure development fund of the programme SGSY. Finally they could commence their marketing of products from the month of May 2000 with good quality and attractive packing. The details of the products are given in table 10.2.

**Table. 10.2 Details of the Produced Goods in Mathur Block**

Sl. No	Name of the Product	Net Weight	Packed in
1	Mango Squash	700 ml.	Bottle
2	Mango Pulp	650 gms.	Bottle
3	Mango Jam	500gms.	Bottle
4	Mango Jam	200 and 100 gms.	Plastic Cup
5	Mango Juice	200 ml.	Bottle
6	Grape Pulp	650 gms.	Bottle
7	Grape Squash	700 ml.	Bottle
8	Grape Jam	500, 200 and 100 gms.	Bottle & Plastic Cup
9	Grape Juice	200 ml.	Bottle
10	Pineapple Juice	200 ml.	Bottle
11	Pineapple Squash	700 ml.	Bottle
12	Pineapple Jam	500, 200 and 100 gms.	Bottle & Plastic Cup
13	Orange Squash	200 ml.	Bottle
14	Orange Squash	700 ml.	Bottle
15	Mango Pickle	400 and 100 gms.	Bottle & Plastic Cup
16	Lemon Pickle	400 and 100 gms.	Bottle & Plastic Cup
17	Chilli Pickle	400 and 100 gms.	Bottle & Plastic Cup
18	Onion Pickle	400 gms.	Bottle
19	Tomato Pickle	400 gms.	Bottle
20	Vegetable Mix Pickle	400 gms.	Bottle
21	Gooseberry Pickle	400 gms.	Bottle

## Employment

On a rotation basis, all members in the women organisation received employment. The wage has been fixed @ Rs. 5 per hour for manual work. It has been ensured that every member will get eight hours work per working day. Further, the modalities have been framed to distribute the net profit equally to all the members of the group.

Capacity of the various production units is given in the table 10.3. During the year 2000-2001, they had a sales turnover of Rs 4 Lakhs and expected to increase in the coming years.

**Table 10.3 Capacity of the Production Unit**

Sl. No.	Products	Net Weight	Eight Hours Work or One Shift Output (in Nos)
1	Fruit Squash	700 ml.	500
2	Fruit Jam	500 gms.	800
3	Fruit Jam	200 gms.	1500
4	Mixed Fruit Jam	100 gms.	2500
5	Drinks	200 ml.	3000
6	Pickles	400 gms.	800
7	Fruit Juices	650 gms.	3500

## Marketing

Sathyamurthy women organisation's products labelled 'Swarna' are packed in attractive bottles with eye-catching labels. These products are distributed through a network of retailers in the districts and blocks of Dharmapuri, Salem, Krishnagiri, Thirupattur, Ambur, Vaniyambadi and Velur. Region wise distributors have been appointed and disposed the goods for cash and not for any loan. In each Government exhibitions, the Swarna products are exhibited and sold. They obtain whole / retail order through such exhibitions and promote the sales turnover. They enter an agreement in the Khadi board to promote the sales through their retail outlets. They dispose of the goods through Sarvodaya Sang. This organisation has identified more than 50 fruit juice

producing micro-enterprises and supply the semi-processed juices to them during the seasons. At the State level exhibitions held at Coimbatore and Madurai, the organisation received first prize for their product quality, taste and packing. In future, they planned to promote the sales from Chennai as headquarter.

### Details of Inventory

Table 10.4 highlights the details of inventory of these micro enterprises. It reveals that these enterprises had much inventory apart from marketing their goods to the tune of Rs. 4 Lakhs. However, the inventory worth of Rs. 937550 is not encouraging.

**Table 10.4 Details of Inventory**

Sl.No	Products	Net weight	Value (in Rs.)
1	Mango Pulp	1500 Kg.	300000
2	Grape Pulp	3000 Kg.	75000
3	Juice, Fruit Squash, Fruit Jam, Pickles Stocks in Hand		72000
4	Mango Pieces (in salt)	4000 Kg.	60000
5	Lemon Pieces (in salt) Raw materials in Stock	3000 Kg	45000
1	Bottles	700 ml., 200 ml. And 500 gms.	151000
2	Bottle cork	200gms. and 100 gms.	39000
3	Jam Cup		28000
4	Colour Labels		52000
5	Corrugated Boxes	53 Kg. , 225 Nos	18500
6	Jerry Cans		50625
7	Advertisement Articles		38100
8	Pouch Sealing Machine		8325
	Total		937550

### Future Plan

This organisation envisaged providing continuous employment to the members of the group throughout the year by way of expanding their activities. The details of the activities are as follows:

1. Sambar Powder 50 gms. and 100 gms.
2. Chilli
3. Dhall Powder
4. Rosa Powder
5. Idly – Chilli Poeder
6. Appalam
7. Tomato Sauce
8. Dry Fruits
9. Growing Mushroom

The members get self-confidence and acquaint leadership qualities while engaged in these activities. It has been aimed to provide continuous employment and each member should get income around Rs. 2000 per month. Apart from engaging themselves in the group economic activities, they performed and participated in some of the social activities. This is a good sign of development. The details of the social activities performed by this organisation are as follows:

1. Controlling Female Infanticide
2. Avoiding Dowry Problems
3. Controlling of the production of Illicit Arrack
4. Participating in the Gram Sabha meetings to fulfil their needs
5. Creating / Maintaining the local environment
6. Emphasizing the Family Planning
7. Making the people to realise the importance of Education and Saving

### **3. SGSY: Annai Indira Women Self-Help Group in Bhavani Panchayat Union of Erode District**

Annai Indira Women SHG is being treated as one of the successful groups in the Erode district. This group is engaged in the sericulture activities. The topography of the region is favourable and conducive to perform sericulture activities. In this group, there are 12 female members actively engaged, apart from their routine agricultural activities.

The NGO MYRADA trained these group members. The small and marginal farmers of the group used their small portion of wetlands for the purpose of growing mulberry cultivation. Growing mulberry and feed to the silk worm is an art. It requires some special interest and skill on the part of the farmers. In this context, the team probe into several questions explaining the success of these activities. What are the factors, which have directed the participants towards these activities? How did they develop their interest in them? To answer these questions, the study team interacted with the group members and elicited relevant information. Besides, the study team made a video-coverage of their activities. The video coverage is also available for reference and record. In the course of discussion, the team understood that it was the prospect of high remunerative price, which motivated them. They could get remunerative prices, thereby their profit margin was very high compared to other agricultural activities.

Mulberry cultivation has to be done without any fertilizer and pesticide. These group members applied only manures and follows IPM procedures to control the pests. The silk worms were fed of the mulberry leaves. When the leaves grow beyond the stage, the members / farmers used them for their cattle. They learnt that these leaves would give good milk either from goats or cows.

The gestation period of 42 days is very short of the silk worm from the egg stage to the grown worm stage, gives a lot of opportunity to these members to grow continuously throughout the year. If the climate is normal, their activities will not suffer. They grow the silk worms in their houses or adjacent to the houses or in the farm sheds. A minimum amount of Rs.3000 to Rs.5000 is required for creating a small thatched shed and make additional provisions like as wooden shelves. This group got financial assistance Rs.1.2 lakhs as loan from the Indian Overseas Bank, Odathurai. The Erode DRDA provided subsidy of Rs.1.2 Lakhs to this group from the SGSY fund. In total, it amounts to Rs.2.4 lakhs. They had used this financial assistance and developed the micro-enterprises.



The aim of the programme SGSY is to promote micro-enterprise and thereby develop the clusters, providing for backward and forward linkages of any economic activity. Besides, it aims at assisting to the members through micro financing if they need any financial assistance to meet their social, religion and economic activities. Earlier schemes failed to address the need of finance for social and religious activities, treating them as non-productive expenses. However, the earlier system created a lot of wilful defaulters and made the financial institution as unviable. The present approach is very good to meet their needs either productive or unproductive; the members will take care of themselves to recover these loans.

**Table 10.5 Financial Transaction of the SHG during 2000-2001**

Sl.No	Subscriber Name	Savings	Loan Obtained	Loan Balance	Loan Given	Interest
1.	Rajamani	2,760	12,800	10,850	1,450	2,830
2.	Poongothai	2,760	7,850	6,450	1,400	2,407
3.	Thilakavathi	2,760	9,100	5,500	3,600	1,595
4.	Poongodi	2,760	4,200	3,000	1,200	1,432
5.	Eswari	2,760	12,300	10,400	1,900	3,165
6.	Thangamani	2,760	6,500	5,100	1,400	1,854
7.	Malika	2,760	6,300	4,200	2,100	2,416
8.	Kamatchi	2,760	4,900	3,200	1,700	1,918
9.	Pavayammal	2,760	6,100	4,200	1,900	2,024
10.	Palaniyammal	2,760	9,000	7,800	1,200	2,027
11.	Thangammal	2,760	4,000	2,800	1,200	1,381
12.	Subulakshmi	2,760	10,150	8,350	1,800	2,793
	Total	21,160	92,700	71,850	20,850	25,942

At the time of survey, the silk nest price Rs. 140 per Kg. They had established a good network to market the goods. They disposed the same in the nearby districts as well as in the neighbouring States of Kerala and Karnataka. On an average each member receives Rs.7500 per month as income from the Sericulture activities.

Apart from their routine activities, they introduced the social activities and assistance to some of the programmes. The details are follows:

- 1) A drinking water vessel offered to the local school.
- 2) Repaired the drinking water tap.
- 3) Participating in the Gram-Sabha meetings
- 4) Participating in the independence and Republic Day function and offered sweets to the children.
- 5) Offered Rs.1600 to Gujarat earthquake relief fund and offered Rs.500 to the deceased electricity worker family.

#### **4. SGSY: Annai Teresa Women SHG: Manufacturing Leather Goods**

Annai Teresa Scheduled Caste Women Self Help Group comprises 10 members. It is functioning in the Urapakkam Panchayat village of Kancheepuram district. This group was formed under the earlier programme DWCRA and they involved themselves for manufacturing some leather products. They suffered due to lack of infrastructure and other marketing facilities. Since the scheme DWCRA has been merged into the new programme SGSY, the existing Self Help groups enjoyed all provisions made in the new programme. This group received an economic assistance of Rs. 95000. Of this, Rs. 47500 was given as loan and another portion of the fund was given to them in the form of back end subsidy. These funds were routed through the Indian Bank, Guduvancherry, Kancheepuram district.

The Kancheepuram district DRDA spent Rs.2.50 lakhs from the infrastructure fund of the programme SGSY and built a common work hall in this panchayat village. Currently two SHGs of this panchayat are utilising the infrastructure facilities. However, the extent of response in respect of maintenance of the hall is very poor and the floor of building was entirely damaged. The group members answered the Study Team of this project, that the construction was not made properly and the quality of construction was very poor. The quality of construction has to be ensured for the use of the building for long period in future.

The group members had some traditional skill in production of leather goods. However, they underwent a formal training for 15 days in the Central Leather Research Institute at Chennai. This training helped them improve their efficiency and make the product globally competitive. They had received orders from the European countries and exported the same. The DRDA Kancheepuram and Directorate of Rural Development, Tamil Nadu coordinated to export the commodities to other countries. Still there is a rich scope in building the infrastructure like sewing machines, etc. They need specialised machines to perform varied tasks so that the product will be of still better quality and competitive in nature. Currently, some part of the work, they give as job work to outsiders on contract. It reveals that the available infrastructure is not self-sufficient.

Their products are being sold under various marketing schemes, especially Poomalai. In Kancheepuram district, there are number of centres established under SGSY particularly in Melmaruvathur and the district headquarter. Apart from the domestic marketing, their products exhibited at Germany and they received orders for their products. Earlier they received wage around Rs. 30 per day. Now they get Rs.60 to Rs. 70 per day as wage. This has facilitated them to improve their standard of living on par with other community members. This group is also involved in the social activities particularly in controlling the production of illicit arrack in this area.

##### **5. SGSY: Kattimancode - Social Mobilisation Under SGSY**

Rural women generally cannot save since their employment opportunities and skills are restricted. But it has been proved wrong in the Kanyakumari district. The immediate credit needs of these women are being met not from moneylenders but from their own savings. After the introduction of SGSY, SHGs of women are supported under this scheme and assisted with subsidy component of the Government and loan from banking sector. Now the rural women are able to create their own assets and manage their own units. Training in various sectors is given to them and new technologies and programmes are introduced under SGSY. Almost all the activities taken up under this

scheme are based on activity clusters, ensuring the participants better mutual and external support.

Kattimancode Panchayat is one among the Panchayats in which the SGSY scheme is being implemented successfully. In this panchayat, 34 SHGs are assisted with a revolving fund. These groups are involved in Agarbathi making, Tamarind processing, Tapioca processing etc. This Panchayat has a population of 6585 and half of them are living well below poverty line. The SHG members of this panchayat were taken on an exposure tour to various production units in neighbouring district and state. This exposure helped them to equip further in producing as well as marketing their goods. As a result of the scheme, half of the BPL families are being assisted. In this panchayat, the local PRIs, NGOs, Banking sector and Government came together to help SHGs.

Srikrishnapuram is one of the villages in this panchayat. In this panchayat, there are 4 SHGs namely Tulsi, Nagapushpam, Parijatham and Marikolunthu. They are given a revolving fund with some subsidy component. Taking the economic assistance from this fund they are now engaged in their own independent business ventures.

## **6. Biogas Development in Kanyakumari District**

With the objective of protecting the health of rural women, children and the environment, the Government of India is implementing the Biogas scheme. In Kanyakumari District, this scheme is being implemented with the help of NGOs like Center for Appropriate Technology and Vivekananda Kendra. Follow-up action is also ensured with the help of these NGOs. In 2000-2001 the target was achieved under this scheme, 55 Biogas plant and 3,565 chulahs were constructed. Biogas plants are constructed in the district, based on the availability of cow-dung, human waste and rubber waste. The district has a large area under rubber cultivation and the waste of rubber roller units are posing a problem which is addressed by the Biogas programme. IREP is being implemented in Rajakkamangalam block. Through this scheme the following equipments are given to the people to promote the energy viz. improved

Chulahs, fluorescent tubes, pressure cookers, fuel-efficient stoves. Training is also organised for masons, NGOs etc and for the implementing officers.

A group of hill tribes called Kanikar, dwells in the forests around the Pechiparai Reservoir in the Western Ghats. There are 24 Kani habitations living in Pechiparai village Panchayat. Each habitation consists of 20-25 households, most of them are poor and under privileged. The government and a few voluntary organisations are taking various welfare measures for the upliftment of these tribes. Still they are deprived of reasonable health and sanitation facilities and basic amenities like electricity and drinking water.

The tribals cultivate Rubber, Tobacco, Pepper etc. in their small holding in the forest. Some of the tribals have installed rubber sheet processing rollers with Government assistance. Those who have not possessed the individual processing units, they get their rubber sheets processed at these units. Each unit processes 40-50 rubber sheets and the effluent produced is discharged in the holding itself leading to emission of foul odour in the locality.

Cultural Academy for Rural Development (CARD), a small NGO, which works among these tribals, came up with a proposal to provide lighting to the tribal dwellings through biogas treating effluent. Biogas Technical Cell of DRDA conducted the feasibility study. The beneficiaries whole-heartedly offered to lend their support by way of labour. The DRDA sanctioned the proposal through the state sponsored 'Namakku Naame Thittam' to construct 3 units. The tribal youths carry the materials as head load viz. brick, sand, cement etc. by trekking 3-6 kms in hill. CARD, the turnkey agency for installation of biogas plants took up the construction under the supervision of Technical Cell, DRDA and successfully commissioned all the 3 units. Each unit provides lighting to tribal houses and the community hall. These biogas plants serve the dual purposes of reducing environmental pollution and generating energy. The total cost of the project is Rs.84,000/- out of which Rs.60,000/- was beneficiary contribution.

## 7. Inidra Awaas Yojana

The study team visited two Panchayat Villages viz. Therku Tharavai and Kanjirankudi in Ramanathapuram district and witnessed several problems in person. The beneficiaries faced various hurdles in the activities of construction, distribution and maintenance of Group Houses. In the Therku Tharavai Panchayat Village, around thirty concrete roofed houses are in damaged condition and the people are living adjacent to the houses making a thatched roof. The habitats of the particular hamlet, keep these houses as just as show pieces for the officials of the State and Central Government. They expect that the Government should maintain the houses and they are not willing to incur any personal expenditure even for making white wash. Since the beneficiary households have only the non-saleable property rights despite the privileges enjoyed such as the utility services like, free electricity and drinking water. The insecure property rights of the households make them expect all the services from the government. The life of the houses are around ten to fifteen years old. During this life period the entire structure has been damaged in view of poor maintenance besides the use of poor quality materials in construction of the houses.

In another Panchayat village of Kanjirankudi in Ramanathapuram district too, the study team came across several problems in the Group House activities. This Panchayat village is situated in close proximity to the coastal area i.e. within a Kilometre distance from the sea Bay of Bengal. It is understood that the government has discriminated the cost of construction of Rs. 2500 in between the two types of soils viz. clay and normal. They had not made any distinction in between the coastal area and land locked regions. In the coastal area, due to this wind blow, the cement plasters in the wall as well as in the roof get damaged at faster rate compared to the land locked region. A special provision has to be made to introduce innovative techniques to control the sea-breeze damages of the houses.

Further in these areas, there is no adequate drinking water facility. Nowadays, identifying potable ground water is a difficult task in this area. According to some senior

citizens of the villages, drinking water was not a problem during seventies and eighties. Due to the introduction of mechanical energy, particularly in erecting tube wells and using oil engines and electric motors to lift ground water for agriculture and domestic uses caused water pollution, leading to the salinity of ground water. The government too identified one or two sources of good ground water in this Panchayat village at huge amount of expenses. The supply of water is not enough to all the 22 hamlets situated at different distant locations. Some of the group houses in the hamlet Keelavalasai were not in use due to the lack of drinking water facility. Again, they have moved to their earlier resident places in the same village.

In the context of High Altitude Zone villages, the research team came across various practical problems in the implementation of the programme, IAY. In this zone, the migrant population from the plain areas of Tamil Nadu, Kerala and Karnataka and some of them from Sri Lanka, occupied the highly risky zones like steep slope areas of the hills. Srilankans are well trained in tea plantation works, hence they opted the hilly region to work in the coffee and tea plantations. So these migrant people are living with less financial resources and they could not get land (*patta*) rights for their living place. The government too could not give land *pattas* to these categories of population, even though their standard of living is well below the poverty cut off line. The State government has viewed that these areas are highly risk prone particularly in the form of landslides during the rainy days. If they provide land rights to these populations, the government has to spend more amount of money to establish basic infrastructural facilities viz. foot path, revetment, drainage, drinking water, etc. to these areas. These houses are located at different places with minimum number at a particular location, hence the government considered that these areas are not technically feasible and economically viable to provide land rights to the poverty stricken groups and further make provision of houses through the programme IAY.

Another interesting case has been noticed in the block Doddabetta in Nilgiris district. In this block, houses were constructed under the scheme IAY and distributed to the primitive tribe of Toda. These houses were now being treated as staff quarters of the

plantation workers of the Toda. Toda population are living above the poverty line and they are well off in terms of financial and other resources, hence they can give their houses to their employers. Those who are enjoying these as fringe benefits, they have to work additionally under low paid wages compared to market wage rate. Some of the houses were leased out to their workers. It could be concluded that due to the rigid programme of guidelines and the involvement of local politicians in execution of programmes, the benefits did not trickle down to the targeted groups. It is suggested to identify the poverty stricken groups and extend these programme benefits to them. If they are not entitled to enjoy these programme benefits, guidelines may be relaxed in favour of these poverty stricken groups.

Another case has been noticed in Trisulam Panchayat of Kancheepuram district. This panchayat is situated adjacent to the State capital of Chennai and is located very close to the international airport of the State Tamil Nadu. This village is also situated in the valley and most of the migrant population from Southern districts of the State living in this village. Those migrant populations have poor in wealth and other resources and they had constructed small huts in the encroachment lands, engaging themselves in the quarry activities. The government constructed a number of houses and allotted to the poverty stricken groups. Some of the house owners rented out their houses, at a monthly rent of Rs. 100 - 200. Further a few of them, even sold off their houses, that approximately fetched them Rs.50000 or more. These opportunities arise on the favourable location of the Panchayat Village and in view of other employment opportunities available in the neighbouring urban areas. The question arises in this context, why these types of developments took place in this area. It is observed that the programme benefits did not trickle down to the targeted groups. As per the guidelines, some of the current beneficiaries could not enjoy these benefits directly. These beneficiaries belonged to the APL category enjoying political and communal powers and thereby grabbing the benefits of the government programmes. Since these villages are located in close proximity to the urban areas and other sustainable employment opportunities prevail in this region, these types of developments took place in semi-urban villages.



These practices have to be identified and arrested immediately so that the benefits would trickle down to the deprived population. Further, there is a possibility that such practices may spread to other regions as well. Hence strict guidelines have to be evolved and administered by the local bodies through Collective Action, to check such unhealthy developments.

Even though the village is being considered as semi-urban village and there is no common place for defecation, this migrant population did not use the toilets provided to them. They have been habituated to go for open defecation and the facilities of toilets too did not meet their requirements. Some of the households are rearing pigs, which is one of the major sources of income for them. One could expect that these pigs may clean the human excreta in their household environment; further the pig excreta may offset the pollution. A suitable step has to be taken out to maintain and preserve the local household environment so that the people will get the social goods of water, air, etc. on a sustainable basis. By way of organising the rural poor and granting powers to these organizations to take Collective Actions against those who deteriorate the environment and common property resources in these villages.

There are some success and failure stories in the programme IAY implementation in Thanjavur district. The research team found that the houses were constructed with full participation of beneficiaries and they used to receive the advice from the officials in construction of houses in the Poyyundarkottai Panchayat village in Thanjavur district. It is observed that the beneficiaries put some additional material of cement and labour in construction of their houses. The additional input of cement is only 2 to 3 bags, costing around Rs. 500, which makes the house very strong and leak proof. The programme-implementing officials both at the block and Panchayat level have played a vital role in conveying the messages to the rural population in a convincing manner, hence the rural households come forward to participate and support the materials for the construction of the houses. Wherever the local participation is very high in terms of material and labour support, the quality of houses is exist strong and the prospects of longer sustainability of the houses are ensured. In adjacent to the Poyyundarkottai village, some houses have

been constructed in a hamlet particularly for the mason community during the year 2001-2002. Since these people are skilled in construction activities they put in much efforts and supported in terms of material valued at more than Rs. 10,000, above the assistance provided by the government. Due to this material and labour support, the owners could realise themselves as the owners of the property and maintain the houses.

Another case has been noticed in the Sembanarkoil block of Nagapattinam district. In this block, the houses were constructed during 2001-2002 in a hamlet, where there was heavy leaking during rainy days, making the houses been unworthy of living. The poor quality of construction has obviously been due to a huge amount of corruption in construction.

It could be concluded that the government officials have to play a vital role in implementing the programmes and educating the people to participate in the programme activities and support for the same. This practice will make them realise that they are the owners of the house and in future they will not expect any financial assistance for maintenance and repairs of the houses. These practices were evident in the district Kanyakumari. In this district a major proportion of the houses constructed under the programme IAY, had the value more than the assistance provided by the governments. It is very clear that the government has to mobilise some additional material and labour support from the beneficiaries and make them realise that the government will give only one time assistance for the construction of the houses. This type of participation alone will help reduce corruption if any in the quality of construction of the houses under IAY.

## **State Sectoral Programme**

### **1. Reaching The Unreached: A Case Under AMT**

*The problem:* Damal, Rural Panchayat having population of 7159 as per 1991 census. But, there is no adequate infrastructure facilities corresponding to the population.

*How the Anna Marumalarchi Thittam changed the life style of the village?* In Kancheepuram Legislative Assembly Constituency, the Damal village was selected under Anna Marumalarchi Thittam for the year 1997-98 for the development of the village Panchayat. A Rapid Appraisal of Resource Endowments (RARE) Survey has been conducted to identify the gap in basic needs. Based on the survey, Village Development Plan was prepared. For the development of the Village Panchayat, the State Government released a grant of Rs.26.48 lakhs. Rs.27 lakhs were provided for Protected Water Supply and Rs. 40.87 lakhs were dovetailed from other Development Schemes and the Department Schemes. Out of the above funds, 76 Building Works, 2 Road Works, 9 Works related to Water supply, 50 number of Street Lights, 19 other Basic Amenities Works were taken up. Such significant achievement is revival of forage forms by the village community to benefit several landless poor people, growing cattle besides substantial improvement in basic amenities & infrastructure. Thus, the Anna Marumalarchi Thittam bridges the infrastructural gap in the village and the unreached people also enjoyed the fruits of social justice.

*The Result:* The life style of the Damal village entirely changed, apart from the infrastructure development, which took place through this programme. Awareness Camps, health Camps, Literacy Programme, etc., shaped the village into a new dimension.

## **2. Reshaping The Appearance: A Case Under AMT**

*The problem:* Metta Nasuvampalayam, an unfortunate underdeveloped village where flowing gutters in the streets, mounting of dusts in roadside are common features of this village.

*How this village Appearance Reshaped?* Metta Nasuvampalayam was selected under Anna Marumalarchi Thittam for the year 1997-98 in Erode District. Under this scheme Village Development Plan was prepared to the tune of Rs.88.29 Lakhs. To augment the resources, the State Government has released Rs.36.89 Lakhs under Anna

Marumalarchi Thittam grants. The TWAD Board has provided Rs.28.16 Lakhs for Drinking Water Project for the village. The gap abridged by dovetailing and convergence of various ongoing rural developmental schemes and line departments scheme funds to the tune of Rs.28.16 Lakhs. 172 priority works such as, laying of roads, construction of drainages, small bridges, construction of school buildings, PDS building, school toilets and other basic amenities works were taken up and completed.

*The Result:* Apart from providing the basic amenities, conducting of Health Camps, Eye Camps, Literacy Campaign, Agriculture, and Veterinary Camps, the appearance of the village changed after implementation of the scheme. Now, this village is considered as a Model Village, which reflects the success of this programme.

### **3. People Break Myth And Construct Bridge: A Case Under AMT**

*The Problem:* The people of Ponparapi village in Andimadam Block in Perambalur District, faced various hardships for the last two decades to cross the Peria Odai Stream which obstruct the people to transport their agricultural products.

*How did the Peoples' Dream Come True?* The Ponparapi village was selected under Anna Marumalarchi Thittam during the year 1997-98. Village Development Plan was prepared to execute 218 infrastructural works to the tune of Rs. 34.13 lakhs. While approval of the Village Development Plan in the Gram Sabha, all the villagers have voiced in favour of constructing a Bridge across the Peria Odai Stream. Top priority was given to this work in the Village Development Plan. The construction of the bridge was completed within short span of time. Now the agricultural products are transported comfortably without any obstruction and reduce their long circuit route to the village.

*The Result:* Now Ponparapi Village people feel very happy that the persistent problem was solved only because of the Anna Marumalarchi Thittam.

#### **4. The Light House for Fisher Men to Reach the Shore: A Case Under AMT**

*The Problem:* Agastheeswaram, Vallandurai and Simon Colony are the fisherman villages in Kanyakumari District. The coastal line forbidden villagers is mostly fishermen and earns their livelihood depending on sea. The roads in the villages were not properly linked and hence they cannot market their products in time.

*How Anna Marumalarchi Thittam Focussed Light on Fishermen's Life?* Anna Marumalarchi Thittam was implemented in this village during 1998-99 and a comprehensive Village Development Plan was prepared to the tune of Rs. 99.342 lakhs. More than 65 basic amenities works such as Protected Drinking Water Supply, Construction of Drying Yard, Fish Markets, Construction of School Building, Laying of Link Roads, Construction of Community Hall, PDS Building, Provision of Street Lights, etc. were completed through the scheme. These basic amenities fulfilled the people's long felt needs and their lifestyle also changed.

*The Result:* The efforts taken under the programme to make the village as a Model one with all basic amenities and services on par with urban areas, and the goal to inculcate the concept of community involvement in the village development through Participatory Planning and Development registered a great success. The People now look upon the Anna Marumalarchi Thittam as the beacon light, which helps them reach the shore.

#### **5. New Spirit and Desire for Change: A Case Under AMT**

*The Problem:* The people of Nainarpalayam village and Adikaripatti village in Salem District have to go a long way of 5 kms to get their provision from PDS outlet and the school was functioning in a very old and damaged rental building. The students and teachers felt insecure, without having comfort for their education.

*How Anna Marumalarchi Thittam infused a new Spirit in Villages?* Nainarpalayam and Adikaripatti village were selected under Anna Marumalarchi Thittam for the year

1997-98. Village Development Plan was prepared and approved by the Gram Sabha to execute the programme AMT. The concept of Anna Marumalarchi Thittam was discussed with the people and the people were very much impressed about the scheme and actively involved in the preparation of village development plan and prioritized their immediate needs. Based on Village Development Plan, a PDS building at an estimated cost of Rs. 1.3 lakhs and 3 School buildings at an estimated cost of Rs. 7.50 lakhs were constructed in the villages. Now, the people of Nainarpalayam village get their provision from the PDS outlet in their village itself. The students and teachers feel very much comfortable with adequate space and building for the school.

*The Result:* Under Anna Marumalarchi Thittam various camps and campaigns in the villages were conducted and dropout students have been again enrolled into schools. This reduced the child labour in the village. The anti-illicit liquor campaign also succeeded and the villagers feel relieved from this century old social evil.

## **6. Construction of Drain and Concrete Pavement: A Case Under AMT**

*The Problem:* In Erode Block, Moovender Nagar of Elavamalai village, the Second Street is very steep and full of steep rocks. To prevent the erosion, temporary retaining walls had been constructed by stones at an interval of 50 feet. This has a hurdle for peddlers and others to reach the village. Whenever rain came it was cleared by using some traditional methods. It was also very difficult for the women, during their delivery period and for other patients to get immediate relief in time, since vehicle could not reach the street so easily.

*How Anna Marumalarchi Thittam Remove the Hurdles?* The village was selected under Anna Marumalarchi Thittam for the year 2000-2001 and a village development plan was prepared by conducting Gram Sabha. Under this scheme, it was decided to lay concrete pavement and construct proper drainage facilities in both sides of the second street at an estimated cost of Rs. 1.15 Lakhs. Accordingly, a concrete

pavement with drainage facilities was constructed by the Rural Development Department.

*The Result:* Now all people of the village feel very happy as they are using a concretised street with pavement without difficulty, especially during rainy season.

## **7. Salvation to Water Scarcity: A Case Under AMT**

*The Problem:* The Manikandan Nagar of Periyapuliur Panchayat in Erode District is a newly formed habitation, which is situated 16 kms away from Erode. The population of this habitation is 775 with no other water source in and around this habitation and the people depended only on private water supply such as open well and irrigation wells.

*How Anna Marumalarchi Thittam solved the water scarcity?* For the provision of protected water supply to this needy habitation, this village was taken up under Anna Marumalarchi Thittam. One bore well was drilled in which copious yield of 485 lpm. Accordingly, as per Rural Water Supply norms 55 liters per day has been adopted for design and scheme formulated and sanctioned for Rs. 6.68 lakhs. The water from the bore well is lifted by means of 7.5 HP Submersible Pump set to the 30000-litre capacity Over Head Tank. This water is shared through a network of distribution system from the Over Head Tank by means of 63 mm PVC pipe for a length of 15000 Mts by 6 nos. of Public Fountains.

*The Result:* After construction of Over Head Tank and installation of a bore well, people of this village are very much safe as they are getting Protected Water Supply and also reduced their sufferings from water scarcity. The Protected Water Supply Scheme was provided to the habitation not only for the present population of 775 but also with a fore view of an ultimate population of 1085 at the year 2026.

## **8. Shelter To The Passengers: A Case Under AMT**

*The Problem:* Thalavady is a hilly Village Panchayat in Erode district. There is a large mobility of village people from all hamlets in and around Thalavady, for procuring daily needs and conveyance of agricultural products. All their activities centre on Thalavady. But there was no proper shelter facility for the waiting passengers for the past 15 years. Even though there is 2 or 3 single bus shelters, they were not adequate to accommodate the village people. The rainfall intensity is more in this area and during that period and sunny days, the people were suffered very much without any adequate shelter for them.

*How Anna Marumalarchi Thittam Become Shelter to the Needs?* The Thalavady Panchayat has been taken up under Anna Marumalarchi Thittam for the year 1998-99. Although various infrastructure development works taken up in the village, construction of one major bus stand at an estimated cost of Rs.7 Lakhs stands as the important work. The bus stand has been taken up and completed comprising of 7 Bays of 3.30 x 5.00 M sizes with proper benching facilities, electrification and bus timing etc.

*The Result:* After completion of the bus stand, those belonging to various places in and around Thalavady who number about 20000, feel relaxed and comfortable now as regular commuters on some calling or other.

## **9. Walking Through Dustless B.T Surface Roads: A Case Under AMT**

*The Reality:* Poosalangudi village of thiruthuraipoondi block in Thiruvarur District is situated in the midst of agricultural fields and susceptible for inundation during North East Monsoon period every year. There was no proper road to reach the colonies of Adi Dravidas. The then existed road was completely muddy and clay and not even go to walk. In some Streets, the people were walking through knee-deep water flowing across the roads. Poor agricultural labourers were the worst sufferers of this problem. During the



rainy season, the villagers have to enter their houses, with their soiled feet, choked in muddy water.

*Anna Marumalarchi Thittam – A Boom to Villagers.* The Poosalangudi village was selected under Anna Marumalarchi Thittam during the year 1999-2000. Ten works were executed to the tune of Rs. 13.28 Lakhs. While selecting works under Anna Marumalarchi Thittam in the Gram Sabha, people from all walks of life invariably raised their voices in favour of providing for clean and dust less surface roads covered in all the residential areas of the village.

*The Result:* Now, the people of Poosalangudi village are going to their residences without any hardship even during rainy season as beneficiaries of Anna Marumalarchi Thittam.

#### **10. Self Sustenance Fulfilled: A Case Under AMT**

*The Problem:* Nagarasanpettai village Panchayat of Thiruvudaimaruthur Block in Thanjavur District, having a population of 2098 was without any adequate infrastructural facilities in the village. People pour their drinking water from open wells and agricultural wells without any proper protection. School students have to study in open space, as the school has no adequate classrooms. Kitchen Shed in the school was functioning under Thatched Roof and the children had the risk of danger to life.

*How Anna Marumalarchi Thittam Renovated the Village?* The village was selected under Anna Marumalarchi Thittam during the year 2000-2001. Twelve works were sanctioned under AMT fund to the tune of Rs.15.95 Lakhs. The roads once were slushy during rainy season, are now converted into cement concrete and BT roads. Considering the increasing strength of students and existing inadequate infrastructure facilities, an additional new building was constructed at an estimated cost of Rs. 3.20 lakhs to the Adi Dravida Welfare School. Other basic amenities to the school, such as Small Water Tank was also envisaged and executed. The Thatched roof kitchen shed was

replaced by construction of a new kitchen shed with Pucca RCC Roof. The teachers and students were suffering in the absence of a school latrine. For solving this problem, allocation has been made to a tune of Rs.20000. An Over Head Tank has also been constructed nearby the above school building. This Over Head Tank is providing uninterrupted and protected water supply to the people of this area.

*The Result:* Now, the people of Nagarasanpettai are very happy as most of the works are executed with the larger interest of people being served, in regard to their basic needs. The women folk and especially school students were happy with amenities provided to them through the Anna Marumalarchi Thittam and the village also had a face-lift under this programme.

### **11. Success story of an AMT Panchayat**

Mullankinavilai is a Panchayat in Killiyoor Block of Kanyakumari District, selected under the Anna Marumalarchi Thittam (AMT). Under the various schemes of the Government, infrastructural facilities, basic amenities like housing, drinking water and sanitation have been provided in this Panchayat. A visible change can be seen among the families Below Poverty Line and they are now organised into Self Help Groups. The President of the Panchayat Tmt. Praba has made the program a success in the village, through her concerted efforts and involvement.

This Panchayat has a near cent percent literacy rate and further it has selected for making full coverage of sanitation under IEC. In order to strengthen the sanitation activities, motivation programmes followed by actual putting up of toilets were taken up and the targets achieved. Around 30 new houses were built under Indira Awaas Yojana and 20 Kutcha houses upgraded. Most of the houses have smokeless chulahs ensuring protected water supply to all provided with through TWAD Board. With a relatively high density of population, Mullakinavilai has a high degree of unemployment and poverty and a large number of men folk migrate as construction labourers. There are many home-based activities here, some-thing unique to Kanyakumari. They are engaged

in lace products, embroidery, and ready-made clothes, palm leaf containers, bee keeping and honey processing. There are many granite-quarries in the area and there is a Self Help Group of quarry workers.

In this Panchayat, the SHG viz. Ettani Mahalir Mempattu Thittam makes beautiful handmade embroidery. This group attached to another SHG PASA, which has received the Revolving Fund of Rs 25,000. However the money has been used up for paying off individual loans, clearing indebtedness. The leader Mrs. Saroja of the group and other group members confirmed that they could sell any amount of products if they had enough money to make more. On an average the members are earning Rs.1000 per month, making use of their spare time.

## **12. Enthusiasm Intact: A Case under NNT**

Bhavani Girl's higher secondary school is a very big high School in and around of Bhavani in Erode district. About 2300 girls are studying in this school. Year by year the strength of students is increased due to new admission from Urban and Rural areas and hence the present accommodation is inadequate. In realising the importance of the need of the school infrastructure, the parent teacher association took initiative to construct some additional building in the school.

Hence an additional school building was constructed comprising 4 classrooms in the Ground Floor and in the first floor. Rs.7.74 lakhs generated Under Namakku Naame Thittam during 1999-2000. Of this Rs.1.95 lakhs was spent by the parent teacher association and the rest of the matching grant, Rs.5.79 lakhs was provided by the Government as per the guidelines of the programme. Now the entire Student-Teacher-Parent community is very complacent with the additional facility made available to them.

### 13. Closer to Each Other: A Case Under NNT

It was a long pending representation among the ryots and public of Masinankuttai Village near Solar in Erode Taluk of Erode District to construct a bridge across Kalingarayan channel near Solar.

Kalingarayan channel is a very old earthen channel excavated from Bhavani River in Erode District. As this channel is being used only for irrigation purpose, the maintenance of this channel works have been carried out through public works Department from Government Funds. Hence the demand for constructing a new Bridge could not be carried out and the Bridge was only a daydream among the ryots and public of this area.

During the year 1999-2000 Government of Tamil Nadu announced the scheme namely Namakku Naame Thittam. The ryots and public of this area requested the Collector, Erode District to construct a Bridge across Kalingarayan channel. Also the ryots and public of this area organised themselves and mobilised a sum of Rs.2.50 lakhs as their part and represented the construction of a Bridge. This work was estimated at Rs. 6.00 lakhs, and the Government of Tamil Nadu sanctioned the matching grant of Rs. 3.50 lakhs under Government funds to complete the task.

Before the construction of this Bridge in this area, the ryots have conveyed their agricultural products to Solar along the canal bund and round about a distance of 10 km. approximately. After the construction of this Bridge it is very easy for the ryots to market their agricultural products like plantains, paddy bags, sugarcane etc. from their fields directly, avoiding the round about routes saving fuel and time. This Bridge is much convenient and useful for the transport of public, as well.

Since this Bridge is constructed with the contribution of ryots and public participation under Namakku Naame Thittam, they are utilising this Bridge very carefully and are also maintaining it properly. Thus the long dreams of the public and ryots of this

area have been realised through Namakku Naame Thittam, and they now rejoice for the construction of this Bridge across Kalingarayan channel.

#### **14. Mini Bus On Causeway – Maxi Facility: A case under NNT**

The total width of the Nanganji River is 45 metres. During rainy season, heavy rainwater flows in the river to a height of 3-5 metres. Normally the river has flow of water for a period of 3 months in a year to a height of 0.75 metres. During such period, the people of Koraiyathu, Kurumbappatti of Sendhamangalam (east) village and the people Paraiyur, Kottappatti of Sendhamangalam (west) village were suffering to transport their agricultural commodities to the nearest bigger business town of Palani, Dhindugal and Ottanchathiram, and they had to go for 8 kms to reach the main road additionally.

So the village people who were suffering during the rainy seasons decided to construct a piped causeway across the Naganji under Namakku Naame Thittam during 1999-2000. The total estimated cost of the causeway was put at Rs. 10.00 lakhs. The public contribution of Rs. 2.50 lakhs was collected from every household by a committee and deposited in the name of the District Collector.

After the completion of the construction work, the people of Koraiyuthu and Paraiyur and 6 villages nearby, find it smooth for easy transport of their agricultural products within a distance of 0.6 kms to reach the main road instead of 8 Kms in the past and also for going to the nearest business town early. Because of this construction, the people save their time also. Moreover a MINI BUS service is enabled through the causeway to connect Pallappatti, Paraiyur and other nearby villages.

#### **15. Tale Of Peasants Struggle: A case under NNT**

Pitchankottagam with population of 1,858 is a tail end village of Cauvery delta situated near Bay of Bengal at Thiruthuraipoondi Block of Thiruvarur District. The entire population are peasants having, fragmented pieces of agricultural lands. The primary

source for the livelihood is “Monsoon affected cultivation”. The agricultural area of this village is called a Kottagam. “Kottagam” means in Tamil language that it will submerge during the rainy season every year, resulting in a complete damage to the flowering stage crops. The people have to incur heavy loss every year because of crop damage.

This plight prompted the Pitchankottagam village public to assemble at the Gram Sabha, who decided to form a bund cum road to prevent the flood water entering into the Kottagam and to have an access to reach their fields through a road. Accordingly, the public contribution of Rs. 50,500/- was collected and submitted to the District Collector to form the bund cum road across the Kottagam under NNT.

The NNT introduced by the Honourable chief, minister has come to the rescue of the farmers of Pitchankottagam village. An estimate has been prepared for Rs. 2.02 lakhs and the public has formed the bund cum road themselves.

Now the floodwater cannot enter into the Kottagam and thereby submersion of crops is prevented. Also now the peasants can visit their piece of land through this newly formed road. Agricultural inputs and outputs can be sent to the remote corner of the field by bullock carts.

## **16. Stream Of Joy: A Case under NNT**

The Vattamalaikarai Odai dam is located in Uthamapalayam. The dam works were started during 1974 and completed in the year 1981. There are 2 canals namely right side main canal and left side main canal 10.20 km. and 10.11 km length respectively and proposed to give irrigations to an extent of 6,024 acres. For the past 10 years, the desilting work was not carried out. Hence there were trees scrub jungle and Juli flora jungle growing up and the slope soil had also fallen, which blocked the free flow of water in both the canals.

The farmers of the both canals decided to carry out the Desilting work by themselves through Namakku Naame Thittam. Then the farmers approached the District Rural Development Agency and remitted their share of Rs. 1.32 lakhs for both the canals (Rs.0.66+0.66 lakhs)

After successful completion of the desilting work in both the canals, water supplies were given to the tail end areas (*Ayakudars*). As a result, the farmers grew dry crops like Gingili, Sunflower, Groundnut, also the farmers irrigated to the trees like Coconut, Mango, Drumstick and Tamarind.

Due to the water flow on both the canals, ground water level rose in wells of about 20 adjacent villages and it was ascertained that shortage of drinking water would not occur. During last year's monsoon about 20ft. of water (160 million cubic ft.) has been stored in the dam. In view of the developments, the farmers expanded the area of dry crop cultivation.

### **17. Restoration Of Supply Channel And Tanks: A Case under NNT**

The famous Bagavathy Amman temple in Kanyakumari Township has a big temple tank with capacity of 2 Mcft. constructed during the reign of Maharaja of Travancore in 1911. The temple tank served not only performing religious ceremonies but also served as a major water harvesting structure for the township. The temple tank is connected with the near by PWD tank Kumarisal Kulam (2.7 kms) which is the tail end tank of Pechipparai dam. The temple tank was not properly maintained later and hence put to disuse in 1975 in later years the water of Kumarisal Kulam could not reach the temple tank and it continued to be defunct thus leaving the tank dry for the past 23 years.

How does the Namakku Naame Thittam propose to solve the problem? With the advent of Namakku Naame Thittam, the people of Kanyakumari Township decided to take up the work through their participation in both cash and labour. A Five Member Committee was constituted under the Chairmanship of Kanyakumari Township to

oversee the work. The local member of legislative assembly came forward to contribute Rs. 3.00 lakhs and Rajya Sabha M.P. contributed Rs.4.00 lakhs for the above work. In addition, the Government contributed Rs.2.50 lakhs from Namakku Naame Thittam. The officials of Agastheeswaram Block, Kanyakumari Township actively involved themselves and participated in execution of the work. The work was co-ordinated and carried out by the NGO Vivekanandha Kendra. The work was completed in 2 months time at an estimated cost of Rs. 10.00 lakhs.

Now the tank is full of water and the temple ceremonies are being performed. The lodges and other households situated in and around, which normally fetch water from the far off sources, engaging lorries are now able to get water from their own sources within their premises due to water recharging.

#### **18. Long Felt Need Becomes Reality: Library in Villivalam, Wallajabad Panchayat Union: A Case under NNT**

*The problem:* The village Villivalm in Wallajabad Block had no library for the people's use. The youngsters were wasting time in unproductive purposes.

*How did the Namakku Naame Thittam help this village community?* Villivalam village in Wallajabad Block was selected by the National Institute of Rural Development, Hyderabad under Action Research Project to have infrastructure in all fields. With the active participation of the grass level functionaries they wished to make it as a model village. Under Namakku Naame Thittam 1997-98, a library building has been constructed at an estimated cost of Rs.55,000/- with the public contribution of Rs. 13,750/. Currently, the building accommodates the library with adequate Books and Newspapers.

*The Result:* This is an example of what people's participation can achieve. The library building constructed under Namakku Naame Thittam enables the public to know the day-to-day affairs and the youths are now utilising their valuable time in a productive way. The villagers expressed their pleasure in having such facilities, which were not



provided earlier to the village. Their long felt needs became a reality now. Now the youngsters of the nearby Panchayat villages are motivated to have the utility of such infrastructural facilities in their villages as well.

**19. People's Raise To Protect The Village: Construction of retaining wall in Adiyakamangalam village Thiruvarur District: A Case under NNT**

*The Problem:* Adiyakkamangalam village with a population of 7,400, has a popular tank called Pappankenikulam. Nearly, 40 families live on the lower side of the tank and more than 125 families live on the western side. A very bad road connects the two habitations on the lower side and western side. During rainy season when the tank overflows, the connectivity is disrupted. Children ran the risk of falling into the tank for lack of sidewalls for the tank, bad road and the location of school nearby.

*How the Namakku Naame Thittam reformed?* It was decided to construct a drain in the southern with a length of 50 metres. Further a retaining wall, 1.5 metres high was constructed to prevent the damage caused by the overflowing tank and to save the children. This retaining wall has been a long felt need of the people. So under Namakku Naame Thittam people contributed on 14.7.98 a sum of Rs. 40,000/- to take up this construction at an estimated cost of Rs.1.60 lakhs. The work was completed on 6.10.98.

*The Result:* This construction has resulted in saving the water, ensuring the safety to the children and protecting the road besides helping in water recharging in household wells.

**20. The Channel Leads to Prosperity: Desilting of channel in Kulithalai Panchayat Union, Trichy District: A Case under NNT**

*The Problem:* Kulithalai Panchayat Union has a forest canal of about 19.5 kms runs from Panchapadi to Navigavaram. This canal has not been desilted for the past 40 years, thereby causing devastation during rainy seasons. It has been estimated that damage is up to the tune of Rs.1 crore.

*How the Namakku Naame Thittam Restored?* The Water User Association of Navigavaram Panchayat decided to desilt the entire canal by removing the encroachments, which have sprung up through out the entire stretch of canal. The contribution was Rs.1 lakhs from the farmers, the government grant was to the tune of Rs.2.21 lakhs totalling to Rs.3.21 lakhs. The entire canal was desilted, encroachments evicted, damages averted during 1997-98.

*The Result :* It is estimated that merely 1 lakh acres are being irrigated after the desilting of this canal besides arresting the wide spread damage. Today farmers are well assured of their crops with improved water storage capacity.

### **21. People's Thirst Quenched: Providing bore wells with hand pumps in Wallaja Municipality, Vellore district: A Case under NNT**

*The problem:* The Wallaja Municipality is the oldest Municipality in the state was struggling to provide protected water supply to its people, especially during summer season.

*How the Namakku Naame Thittam Resolved the problem?* The Municipal Council earnestly wanted to solve the drinking water problem in the town. After various deliberations and consultations with community, they motivated the people to contribute a sum of Rs.1.25 lakhs out of the estimated cost of Rs.5 lakhs to dig 20 bore wells. The people voluntarily contributed Rs.1.25 lakhs for erecting the bore wells during 1998-99.

*The Result:* The local public got relieved especially women folk of their hardship from trekking long distance to get drinking water, particularly during summer. Thus Namakku Naame Thittam has quenched the thirst of Wallaja People.

**22. The Road Widens to the Horizon of Village Prosperity: Providing Link road to Masakkalippatti village, Namakkal District: A case under NNT**

*The problem:* The Masakkalippatti a remote village in Namakkal district with a population of 7,710 people suffered much with their longstanding problem of lack of transportation due to scarce connectivity with other areas. Hence they could not transport their agricultural products, poultry feeds and other products.

*How the Namakku Naame Thittam Helped?:* In one of the Gram Sabha Meeting, people of Masakkalippatti village articulates effectively their long felt need of proper road connectivity. It was resolved to form 1.2 km new link road from Masakkalippatti to Koraikadu at an estimated cost of Rs.7.60 lakhs under Namakku Naame Thittam. The people contributed generously Rs.5.20 lakhs through labour and material and the government supplemented the remaining amount of Rs.2.40 lakhs under Namakku Naame Thittam. The people themselves voluntarily came forward to lay the road and thereby ensured its quality construction.

*The Result :* The new link road is being used by the 5 habitations and this reduces the distance from 10 km to 3 km. This has helped much to reach the national highways, movement of agricultural products, poultry feeds and other products.

**23. People's Participation Mitigate the Sufferings of Girl Students: Construction of Toilets for girl students in Deviakurichi High School, Thalaivasal Panchayat Union, Salem District: A Case Under NNT**

*The Problem:* There are about 750 students are studying in Deviakurichi High School in Thalaivasal Panchayat Union. Out of the 750 students, 350 are girls. There was no adequate toilet facility to the girl students in the school. Hence girl students suffered untold miseries.

*How the Namakku Naame Thittam solved their miseries?* The village people realised the importance of the construction of school toilets especially for girls. Often, this problem has figured the discussions at various levels. Especially the women folk

voiced forcefully the girl students' sufferings. Out of much deliberation a collective decision was taken to construct toilet especially for girl students under Namakku Naame Thittam. The Parent Teacher Association of the Deviakurichi High School came forward and contributed a sum of Rs. 30,000/- out of an estimated cost of Rs.90,000/-. The construction work of toilet was completed and handed over to the school during 1998-99.

*The Result:* The girl students as well as the school authorities of Deviakurichi High school are now very happy, as their major suffering has been mitigated.

#### **24. Construction of School building in Ganapathipalayam Panchayat, Erode District: A Case under NNT**

*The Problem:* The government Higher Secondary School is located in Ganapathipalayam, Erode District and about 1500 girl students are studying. There are no adequate classroom facilities in the school. Hence the students have to sit in the open space. During the adverse seasonal condition, the classes could not be conducted and the students' studies were affected.

*How Namakku Naame Thittam removed their problems?* The concept of Namakku Naame Thittam widely published by District Rural Development Agency to all the remote corners in the district. Ganapathipalayam people have discussed in the Gram Sabha and resolved to construct an Additional Building with 4 classrooms. To augment the resources, the people forum contacted the Parent Teacher's Association. The Parent Teacher's Association of the government Higher Secondary School have generously contributed 100% of the estimated cost of Rs.7 lakhs. The work was executed through Rural Development Department. An additional Building with 4 classrooms was constructed and handed over to the school authorities.

*The Result:* Now the girl students feel comfortable and are studying in classrooms without being affected by scorching sun and chilling rain.

## **25.Srinivasan Services Trust In Namakku Naame Thittam: A Case under NNT**

Srinivasan services trust in collaboration with Rural Development Department promoted Rural Development Programmes in Thirunelveli, Thoothukkudi, Thiruvannamalai, Dharmapuri and Thiruvallur Districts of Tamil Nadu. The organisation is presently engaged in several activities for the development of the rural communities under Namakku Naame Thittam.

In the last few years the institution has been engaging itself in community works. The Rural Development Project adopts multi-sector approach to achieve its aim of improving the socio-economic status of the people. This involves the various tasks such as, strengthening the education system, providing access to better economic development, water and irrigation facility, improving health services and sanitation facilities, developing community infrastructure, and creating a clean and green environment.

The Civil Engineer Group heads the community development programme. In the project areas, the Assistant Engineers in charge of the construction activities are also in charge of the community development programme. This practice helps them adopt a professional approach towards the execution of programmes and to create a sustainable development model. Professional social worker and public relations personnel have been appointed at the managerial level to give directions and to coordinate the community development activities at the corporate level. Social workers at the project areas and animators at the grass-root level are positioned in all locations. The personnel and civil departments are entrusted with responsibilities to co-ordinate community development at the factory area.

The community development programmes are executed in the following locations

- |                             |                            |
|-----------------------------|----------------------------|
| 1. Padavedu                 | - Thiruvannamalai District |
| 2. Thirukkurungudi          | - Thirunelveli District    |
| 3. Navathiruppathi          | - Thuthukkudi District     |
| 4. Hosur                    | - Dharmapuri District      |
| 5. Padi, Vanagaram, Mappedu | - Thiruvalluvar District   |

Main feature is the 'holistic approach' adopted that aims at making of people self reliant through active involvement of local communities. The Namakku Naame Thittam in partnership with local community, Rural Development Department and Srinivasan service trust is a maiden initiative leading towards sustainable community development.

## **26. Thrashing Floor for Farmers**

Kanyakumari district is receiving a comparatively high rainfall. So drying the harvested crops in winter season and even during summer is very difficult. A thrashing floor was the long felt need of the farmers of Thovalai Panchayat.

Realising the need, the local Village Panchayat resolved in the Gram Sabha to have a thrashing floor. Sanction was given by DRDA for the construction of thrashing floor at an estimated cost of Rs. 1 lakh at Thovalai Panchayat.

After the construction of this thrashing floor, the farmers are able to dry their crops hygienically. Neighbourhood community also uses it as a place for recreation. Just opposite to this Thrashing Floor, an auditorium was also constructed under MLACD with an estimated cost of Rs. 1 lakh. The thrashing floor and auditorium are being used for multiple purposes.

## **27. Home for Destitute Widows**

In Kanyakumari District, a number of NGOs are in service activities. One among them is Kotta Social Service Society-KSSS. This society is implementing a rehabilitation project for destitute widows called KAIGAL. This NGO initiated work for widow housing in the district along with DRDA.

Destitute widows of Midalam Panchayat who did not have proper shelter were helped under the Credit-cum-Subsidy Scheme of rural housing. Houses were

constructed by using low cost technology and were given to the destitute widows. These widows were also assisted with small loans for self-employment and given training to develop their skills. Now these widows lead their life with dignity and self-confidence.

## **28. The Sathyamangalam Experience**

When the total Sanitation Campaign was conceptualised in Kanyakumari District, Sadayamangalam a tiny village Panchayat took the challenge and plunged into action. At this juncture, the DRDA assisted the panchayat by conducting door-to door survey. The survey covered population of 3184 in 854 households in the panchayat.

When the demand list was finalised, the need to involve communities in the process was realised. Mr. D. Arulraj, the village panchayat chief took active interest with the consistent support of his ward members. The SHGs played an important role in promoting women's participation vigorously in planning and implementation. A cultural programme highlighting the dangers of open defecation was organised to create mass awareness.

Under the new strategy, all low cost sanitary materials needed for the construction were provided at the doorsteps. This facilitated all the 213 beneficiaries to take up latrine construction with ease. The picture has changed dramatically in the village with increased community involvement.

The experience of Sadayamangalam Panchayat emerged as model for emulation. Maruthoorkurichi, Muthalakurichi, Mathicode, Mullankinavilai, and Mankadu village panchayat were declared total sanitation Panchayats in due course. In recognition of having successfully implemented the programme, the village panchayat presidents were appreciated and awarded Certificates by the District Collector during the Republic Day function.

## 29. Illicit Arrack

Illicit Arrack production is still going on in the rural areas, even though the State Government banned the activities. The question arises in this context, how the official machinery is functioning effectively in controlling the production of arrack in the rural areas. The study team observed and notified in the rural areas of the State that there is a good nexus among the local politician, police and officials in the area. There is some common understanding among these groups or individuals to help mutually and share the benefits of these activities. With the support of local police, the producers produce the arracks with poor stuff and disposed them off in the same areas and also distributed them to other regions. This production was witnessed in the State as well as in the Country, and caused a number of deaths. Getting employment throughout the year in the rural areas is a difficult task, even though we have planned to introduce new cropping methods, varieties, technology, etc. Due to these lack of opportunities and their skill, they could not get sustainable employment and income. Further, the production of arrack in the local areas adds to their miseries, for it paves the way for draining the wage income of the people, pushing them to the level of destitution. Of late, many women groups have come forward to resist the production of illicit arrack. It has been realised that Collective Action alone will help control either production of illicit arrack or any such anti social activities. In general, organising the rural poor for collective action is a difficult task in this society, particularly among the illiterate mass. However, on the positive side the programme SGSY enables the formation of groups to be entitled monetary benefits from the Government. It is hoped that the same groups could use their collective powers to arrest the illicit activities as well. This has happened in number of villages, particularly in the study village of Odathurai in Erode District, Mullanginavilai in Kanyakumari District in Tamil Nadu. In the High Altitude Zone of Nilgiris, there are no incidents for illicit arrack production. In this region the people are habituated to have only the bottled drinks.

An interesting case has been noticed in Vikkravandi Panchayat Union of Villupuram District. In this area, collectively the village population tendered for the illicit



production of arrack for about Rs. 25000 to Rs. 50000. The role of Collective Action alone can help manage and utilise the CPRs and other Natural resources in the region. A different picture emerged in this region, to allow for producing illicit arrack. The officials too could not control such practices. In the name of decentralisation, the Central and State Governments devolved and distributed their powers too the local bodies to execute the programmes quickly and effectively. But these powers have been used against the constitution, collectively in the rural areas. However, it is understood that these funds were utilised for common benefits.

The Governments have to take legal steps to break the unhealthy nexus among the groups viz. producers, politicians, police and other officials, and thereby prevent the illicit production of arrack safeguarding the interest of the poorer income groups. At the time of implementation of laws, the Government officials should seek support of the local women groups and control the practice. The Women groups may be empowered further to take some genuine steps and develop themselves further. Addiction to liquor / arrack / toddy is a social evil, which drains the victims off all their resource potential, and pauperises them. This addiction is one major reason for the programme failure in the rural areas.