

**Sustainable Development Society
(SUNDESH)**

I Recall a DAY

A Case Study on Kisan Club



Sundesh



CSR Initiative of Dabur
India Ltd.

<http://www.sundesh.org/>

**Sushil Kumar - SUNDESH
March 2013**

I Recall a Day: case study of Kisan Club,

Village Naraina, Block Dhaulana, District - Hapur

Naraina is a small village in Dhaulana Block of Hapur district (UP). The village had population of about 2000 and 65% of population belongs to Schedule cast community.

Agriculture is the main source of livelihood and requirement of water for irrigation and drinking purpose is being fulfilled by Ganga Canal. Cattle rearing (milching) is the second occupation of the people as they sale produce to Dairy Co-operative. Sugarcane, Paddy, and Wheat are the main crops of these areas.

I recall the day (in the year 2009), a ray of hope came in village when **NABARD** - Ghaziabad gave **Sustainable Development Society (Sundesh)** responsibility to implement a concept of **Village Development Plan (VDP) Project** in the village. Since, Naraina village was a part of Sundesh intervention area (in many plan like – SHG formation, bank linkage, dairy cooperative formation etc.) it could implement the plan effectively.

Sundesh took this opportunity, given by NABARD on priority level and got involved for the implementation of the project. It started implementing the plan through **Participatory Approach** by involving the needy people in most of the phases of plan. The plan was implemented in a way that most of the poor could get benefited and as per their own need. Hence, the process went through Focused Group Discussion (FGD), Baseline Survey and need assessment to ensure the effectiveness of the programme.

Sundesh conducted Focus Group Discussion (FGD) with all cast based community, Panchayat Members and self-help groups (SHGs) by involving Mr. Jagan Singh (Village Pradhan). The concept of Farmers' Club was explained to them and it was decided to involve the members of the farmers' club in all the activities to be undertaken in development of the village. The meeting came on conclusion to go for bench mark survey to identify the individual and community needs of the village. Information collected through bench mark survey was analyzed and again discussed with the villagers in the general village meeting.





Kisan Club was formed on 13th September 2009 by 20 progressive farmers of Naraina village and a saving account of the Kisan Club was opened in Syndicate Bank, Sapnawat Branch. The Chief Coordinator and Assistant Coordinator were authorized by the members to operate the savings bank account of the Kisan Club.



Kisan Club assessed the need through social mapping and cluster

meetings in addition to identification of beneficiaries in the form of Old aged pension, Widow Pension, Handicap pension. The list so prepared, was duly verified by the Village Pradhan, was submitted to Block office, Dhaulana.



Sundesh organized workshops with the support of line department and disseminate the information related to assistance available from the block and the bank for the farmers. The Kisan Club was also involved in identification of the common need of the community such as construction of lain and drain, cleaning of common pond, electrical fitting work in school, installation of hand pump, seed storage tank , pesticides spray machine and individual toilets.

The role played by the members of the Kisan Club for the benefit of the village community brought them into the limelight and this led to wife of the Chief Coordinator, becoming the Pradhan of Naraina Village.



Kisan Club members collected the beneficiary's contribution for Seed storage tank and pesticide spray machine. List of the beneficiaries and their contribution for 20 seed storage tank and 5 pesticide spray machine were submitted to the bock office. Cost of seed storage tank was Rs. 2000/- each and family got a subsidy of Rs. 1030/-. Similarly, cost of pesticide spray machine was Rs. 900/ - each and each family got a subsidy of Rs. 450/-.



A workshop was organized by the Kisan Club in association with the block office and importance of bio-gas was explained to the farmers of the village. 50% subsidy of Rs. 12000/- was available from the Block on installation of bio-gas unit. The requests of ten families, for installation of biogas plant, were forwarded by the Kisan Club through **Sundesh** to the Block office, duly verified by the Village Pradhan.

Farmers' club members were involved in identification of places for installation of India Mark –III hand pumps, construction of lanes and drains in the different cluster of the villages. Farmer's club members organized a village meeting. Village Pradhan, Panchayat members and Sundesh representative attended the meeting and it was decided to submit the request in block office, Dhaulana. After continuous follow-up, 7 numbers of India Mark Hand pumps were installed and 1000 meters of Kharanja / Iain brick work was completed by the block office. One community pond of 3 thousand sq. yard cleaned under MNREGA Scheme.



NABARD, Ghaziabad gave responsibility to implement financial literacy and financial inclusion programme. Again objective of the programme was discussed in the monthly meeting of a Kisan Club and members supported in organizing Street plays, magic show and awareness through mobile van about the different products of bank such as KCC, JLG, No frill account, formation of SHGs.



Kisan Club requested for setting up a cutting & tailoring training centre for women. Proposal for same was submitted by Sundesh to NABARD and after receipt of sanction from NABARD, skill development training in cutting and tailoring in Naraina village was organised. Training continued from 1st June 2011 to 31th July 2011 and 30 women were trained during the period.



SUNDESH thanks NABARD, the district and block administration and Syndicate Bank, Sapnawat Branch / Regional Office, Ghaziabad for their support.



Village development work done by involving Kisan Club:

Sl. No.	Activity	Identified need	Work completed	Support given by the line department & bank
1	Old aged pension	14 cases	5 cases benefited	Block
2	Widow pension	6 cases	5 cases benefited	Block
3	Hand pump India Mark –III	15	7 installed	Block
4	Seed storage tank	20	20 distributed	Block
5	Pesticide spray machine	05	04	Block
6	Set-up of bio gas unit	11	09	Block
8	Construction of lain	5000 running meter	1000 running meter	Village Development Committee / Grampanchayat, Dhaulana block
9	Electric fitting in school	Junior, Primary School	02	Education Department
10	Self Help Group, BPL	05	10	Syndicate Bank
	Self Help Group , General	02	11	Syndicate Bank
11	Joint Liability Group	0	6	Syndicate Bank, Sapnawat
12	Kishan Credit Card	10	25	Syndicate Bank, Sapnawat
13	General Credit Card	0	10	Syndicate Bank, Sapnawat
14	Dairy Loan	11	7	Syndicate Bank, Sapnawat, Block
15	Soil Testing		20	Block
16	Opening of SB A/cs.	75	75	Syndicate Bank
17	Cleaning of Pond	03 (2 bigha, 2.5 bigha, 1.75 bigha)	02(2.5 bigha & 1.75 bigha)	MANREGA, Block Office
18	Barat Ghar	01	Not yet done	

Success Stories



Mrs. Shashi Devi

Mrs. Shashi Devi, W/O – Sri Prabhudayal (Vill – Naraina, Dhaulana (Hapur)) is 9th pass women. She belongs to worker family and has 3 children. Due to low family income she was not able to manage her family properly. But she has the will and motivation to help family.

She joined the **Cutting and Tailoring Centre**, which was running under the collaboration of NABARD and SUDNESH for training. After completing her training, she is earning about Rs. 3000 per month and managing her family with proud.

Ms. Shashibala

Ms. Shashibala, D/o – Sri Narayan Singh (Vill – Naraina, Dhaulana, Hapur) is 12th pass girl (Presently pursuing graduation). During her education she was living in her. Being as the daughter of a teacher, she has strong desire to help her family and being self sustained on her own income.

The **Cutting and Tailoring centre** opened under collaboration of NABARD and SUNDESH gave her the scope to fulfil her desire. Parallel to her education she joined the Cutting and Tailoring centre for training. The training gave her the income generating skill and the opportunity to be self sustained.

Presently, she is using her skill and earning more than Rs.2500 per month





Ms. Asha

Ms. Asha, D/o – Sri Balram Singh (Vill – Naraina, Dhaulana, Hapur) is 18 years old 10th class girl. During her education she was living in her village. Being as the daughter of a labor, she has strong desire to help her family and being self sustained on her own income.

The **Cutting and Tailoring centre** opened under collaboration of NABARD and SUNDESH gave her the scope to fulfil her desire. Parallel to her education she joined the Cutting and Tailoring centre for training. The training gave her the income generating skill and the opportunity to be self sustained.

Presently, she is using her skill and earning more than Rs.1000 per month through cutting and tailoring.