A Proposal on Sustainable Livelihood Development

India
Gottlapalli Nar...

---

**Project Summary**

**Elevator Pitch**

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Organizing the vulnerable communities and create awareness about their rights and help them to analyze the reason for poverty and deprived ness. Facilitating to identify and recognize the inherent skills and evolve alternative livelihood and employment opportunities based on local natural resources. Also mainstreaming the community to avail government programs and schemes including questi

---

**File attachments:**

- Case Study.doc

---

**About You**

**Location**

**Project Street Address**
Jawalgera, Maruthinagar, Lingasugur, Raichur-584122

**Project City**
Raichur and Gulbarga

**Project Province/State**
Northern Part of Karnataka, Karnataka.

**Project Postal/Zip Code**
584 128

**Project Country**

---

**Your idea**

**Country your work focuses on:**

India, sustainable

**Website URL**

http://No Website

**YouTube Upload**

No Video

**What stage is your project in?**

Idea phase

**What is the average monthly household income in your target community, in US Dollars?**

<$10

---

**Innovation**

**Describe your idea in fewer than 50 words.**

Organizing the vulnerable communities and create awareness about their rights and help them to analyze the reason for poverty and deprived ness. Facilitating to identify and recognize the inherent skills and evolve alternative livelihood and employment opportunities based on local natural resources. Also mainstreaming the community to avail government programs and schemes including questi

**What makes your idea unique?**

Our Organization visualizes that the backwardness and deprivation of some section of the society are the manifestation of the unequal and unjust structure, where a few control power and resources. The basic issue that hinder the overall development of society and the deprived section is unequal access and control over the means of productions-land, resources, technology etc. Besides, lack of resources the weaker sections also have unequal access to services like education, medical facilities and information. Destruction and alienation of the self sustaining natural resource base of the poor on one hand, and the increasing control over these resources by commercial interests on the other, are the major factor for the
deteriorating status of large sections of the rural poor.

The end result is that the poor sections are forced to live either a marginalized existence or alternately migrate to urban areas in search of livelihood. This in turn not only leads to their displacement, but also alienates them from their cultural heritage, which is an inherent part of their life style.

With our experience over the year through grass root work with rural poor and advocacy efforts, we have realized that, unless the marginalized rural poor and tribal develop the capacity to understand, involve and utilize the potentials and the opportunities on one hand and questioning the injustice and irregularities including the corruption and leakages, any developmental programs or strategies will not yield the desired results.

What is your area of work? (Please check as many as apply.)

What impact have you had?

REACH has working mainly with the Target Groups Families –landless, small and marginal farmers with priority to women and Dalits. REACH is currently working in six taluka of three districts in Karanataka covering 90 villages of 24 Gram Panchayats and enabled 48,000 rural families and reached 1,28,000 rural population, among them 60% are women, 30% are children and 10% landless labourers. It has extended service in community health and education, children and women rights, checking irregularities in PDS and NREGA, women property rights and empowerment of Gram Sabhas and strengthening PRLs.

a. Organized rural poor, landless women, through Self Help Groups and Krishi Karmikar Sangha;

b. Community involved conservation of local forest, common land through Village Forest Committees;

c. Organized women and children’s against trafficking/migration and to prevent violation against women and protection of women property rights through Action Committees;


e. Developed leadership qualities through Community Learning Movement;

f. Women placing agenda, participating and urging for developmental activities in ward and grama sabhas; also questioning irregularities through Jamabandi;

g. Poor parents realized providing education to children and stopped bonded labor, child marriage, bondage, child labor, trafficking etc, further vitiates the living condition.

Describe the primary problem(s) that your project is addressing.

REACH is proposed to work with dalits, tribes and landless, small and marginal farmers Primary problems we are proposed to address are:

a. Unemployment: Agriculture labor is the main occupation. The land is not viable for agriculture due to lack of irrigation and uncertain rain, and even no scope for dry land cultivation.

b. Migration: On an average 50% of the target group families are migrating to Maharastra, Goa and Mangalore for employment and livelihood.

c. Illiteracy and exploitation: Even literacy rate is also low i.e. below 50%, it is even more among women. Exploited through low wage, more working hours, employment of children’s, sexual harassment in workplace.

d. Social Evils: TG families are victims of social injustice and prejudices due to caste and gender. As a result social evils like devdasi, child marriage, bondage, child labor, trafficking etc, further vitiates the living condition.

Describe the steps that your organization is taking to make your project successful.

As a first step target group families will be organized to involve them to utilize the existing opportunities, especially local employment under National Rural Employment Guarantee Act, Food Security schemes, Mid day Meals, ICDS program and Public Distribution System, programs under Sarva Shiksha Abhiyan etc. Community will be facilitated to get primary needs through these existing programs.

Later, through awareness and capacity building program community will be sensitized to involve in common and larger issues effecting to their lives, like, ward and Gram Sabha, natural resource management, NREGA, livelihood issues etc. Like wise, the community will be sensitized to utilize effectively the mechanisms to ensure transparency and accountability.

Community will be involved in conservation and protection of local natural resources –local forest, tanks, common lands, which are th...
Do you have a business plan or strategic plan? (yes/no)

Yes, we have a strategic plan. The program is organizational-centric rather a family, it is a multi-pronged approach, self-development through groups themselves and community development through local self-government.

What are the three most important actions needed to grow your initiative or organization? STEP 1:

Organizing target group families into Self Help Groups, laborers groups. Awareness on food security schemes, especially National Rural Employment Act. Facilitating the groups in registration, ensuring job cards and employment. Ensuring the eligible families get ration card under Public Distribution System.

Orienting the groups on alternative, local, natural resource-based employment opportunities and ensuring linkage to banks and resource organizations.

Linkage to various Government programs and schemes for rural poor, namely Sarva Shiksh Abhiyan, skill development training to rural youths, Devdasi Nirmulana Yozana etc.

What are the three most important actions needed to grow your initiative or organization? STEP 2:

Promoting Income Generating Activities namely; dairy, sheep and goat rearing, poultry farm and chicken rearing, vegetable growing and kitchen gardening, fodder development, green manure and wormy composting.

Linkage to Grameen banks, skill development self employment training centers, District Industrial Centers & Small Scale Industries.

Setting up collaborative programs on fodder development, dry land agriculture, animal husbandry, horticulture through Extension Centers of University of Agricultural Sciences Exposure to M.S. Swaminathan Foundation, Chennai for promotion of eco-preneurship for sustainable development.

What are the three most important actions needed to grow your initiative or organization? STEP 3:

Developing and maintaining status of the local natural resources, its status, threats to it. Formulating an action plan from the community to rejuvenate it. Listing available Non-Timber Forest Produces and evolving plan for value addition, processing, marketing. Initiate water and soil conservation works under NREGA.

Lobbying for effective implementation of PDS and NREGA. Organizing laborers and lobbying for minimum wages, social security schemes including health, medical and insurance etc., Strengthening grama sabha and PRIs as local self government. Effective implementation of PDS and

Describe the expected results of these actions.

Organized rural poor and formed more than 60 groups, women engaged in savings and thrift, poor and forest dependent families engaged in forest conservation, women involved in sheep rearing, dairy, tailoring etc.

Landless laborers registered for employment under NREGA and availing employment for an average 80-90 days in a year. Creation of community assets – Village tank, Gokatte, farm ponds, afforestation, fodder development, nursery etc. This would further enhance employment opportunities.

Community initiatives in approaching GPs for developmental work, increased number of participation in ward and gram sabha s. Lobbying by groups for basic infrastructure – Drinking water, toilet facilities, health centers, road, street light, houses etc.

Additional per capita income in the range of Rs. 3,000 to Rs. 4,500 annually. Sustainable income and employment on an average 250 days in a year. Reduced migration by 30%. Kids getting nutritious food, care of education and health. More care for cleanliness, safe drinking water, care for preventive measures.

What was the defining moment that led you to this innovation?

We have been involved in the process of empowerment of rural poor and organized the target group families (landless, small and marginal farmers, SCs/STs and women on priority) in the project villages and formed Community Based Organizations (CBOs) - men and women Self Help Groups, (SHGs), Village Forest Committees (VFCs). These CBOs are engaged in conservation and management of local natural resources and are also involved in savings and income generating activities. As a result, there is greater scope for income and employment oriented activities. The communities also came forward for improving the living conditions, especially health and education aspects. Lack of employment and poverty led to child labor.

Considering all these developments and issues, a program has been developed to strengthen CBOs to help themselves to facilitate them in Village Development Sanghas (VDSs - representatives of all CBOs). These VDSs are systematically trained for overall development of the village. The VDSs need our intervention in the area of economic activities, health and hygiene condition, community control over local natural resources especially forest, tanks and common lands and strengthening gram sabhas and governance issues. The National Rural Employment Guarantee Act (NREGA) gives more scope for local employment to the rural families and the right to information act which provides access to information. The VDS wants to utilize these Acts for natural resource management on one hand and to ensure transparency and accountability in gram Panchayats. Hence we have developed the program in association with VDSs to address the above issues and the challenges.

Tell us about the social innovator behind this idea.

Poor, vulnerable marginal families are the innovators of this project idea. We have been a grassroots organization believed in the strength of the rural poor. The landless families of our main target group families have been further marginalized due to deforestation, mining, encroachment and land acquisition. As a result, the lives of landless who have been dependent on forest and common land is very much affected. The small and marginal farmers are not getting enough yield to sustain agricultural activities. All these led to migration to cities and towns. Hence we have been involved in rejuvenation of natural resources in association with the Government Departments. NREGA is one of the opportunity to revive natural resources through water and soil conservation measures.

To address the poverty and vulnerability involved the target group families in organizing natural resource based livelihood activities like wormy composting, fish rearing, sheep rearing, dairy, vegetable cultivation, nursery etc. We have also imparted training to SHG members on skill development and community enterprises in the area of tailoring, Candle and Agarabathi making, embroidery and knitting, TV and Radio repair, mushroom cultivation, bowl and basket making, etc. Recently the Department of Watershed, Government of Karnataka appointed us as
resources organization for imparting training to SHG members on income generation activities.

The historical

**How did you first hear about Changemakers?**

We have been associated with International Funds for Election System (IFES), Delhi to work with rural women, who have been victim of trafficking and HIV/AIDS. IFES introduced us to Changemakers. IFES was funded through USAID.

**Sustainability**

**What would prevent your project from being a success?**

Threat by vested interests; Political intervention. Misunderstanding among members in the group. Dissolving the groups by conflicts.

Lack of consensus and common understanding between various networks.


Lack of co-operation and support by Gram panchayats and local bodies; taluka and Zilla Panchayats.

Lack of support from print media and public.

Lack of co-operation and support by Government department. Lack of concern and commitment by villagers to protect and develop forest and other natural resources.

Government policy to lease out forest lands for commercial interests. Promotion of encroachments.

**Financing source**

If yes, provide organization name.

Yes. The initiative is connected to an established organization working with rural poor over the last 15 years called, Rural Environmental Awareness & Community Help. It has rejuvenated forests and common land including stream with community intervention.

**How long has this organization been operating?** (i.e. less than a year; 1-5 years; more than 5 years)

More than 15 years, since 1994. It has organized landless laborers and involved them in natural regeneration of Bhootappana Gudda by social fencing in Harapanahalli Taluka, District: Davanagere, Karnataka. PPI, USA, Supported the initiatives during 1994-96.

**Does your organization have a Board of Directors or an Advisory Board?**

Yes, our organization has been governed by Seven Board of Directors, headed by President elected in Annual General Meeting.

**Does your organization have any non-monetary partnerships with NGOs?** (yes/no)

Yes.

**Does your organization have any non-monetary partnerships with businesses?** (yes/no)

No.

**Does your organization have any non-monetary partnerships with government?** (yes/no)

Yes.

Please tell us more about how these partnerships are critical to the success of your innovation.

As our approach is organizational centered, the expertise, learning’s will be utilized through other groups, NGOs, Voluntary organizations for the larger impact. Many NGOs will be invited and involved as resource organizations. In PRA exercise, Documentation, exposure programs, trainings like minded organizations will be involved.

We do not like partners with businesses, except in marketing or value addition to Minor forest produces or Non-Timber Forest Produces. We also avail information on marketing factors including prevailing rates for NTFPs.

In lobbying and advocacy efforts we will be involved networks from grass root to district level and expecting support for the cause. To influence the Panchayats Raj Institutions, Government policy makers, we will be together with larger networks, state and national level.

Organized efforts will also be made to counter exploitation, check irregularities. We are also partner in implementing Government programs like water and soil conservation, tank rejuvenation, organic farming etc.

**How many people will your project serve annually?**

- 100-1000

**What is your organization’s business classification?**

Non-profit/NGO/citizen sector organization

**What is the total number of employees and total number of volunteers at your organization?**

Fourteen staff – 10 permanent and Four part time;

**Have you received funding from any of the following groups?** (Please check as many as apply.)

USAID (United States).