

Development

Matters

Monthly Development update from DHAN Collective

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Poverty Reduction? **12**

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Feature

Fish rearing activity in Vayalagam



As a new initiative in Vayalagam programme, fish rearing activity have shown comparative growth nearly 130 per cent more than that of earlier years.

From the Editors' Desk

Dear Readers!

Greetings! This September issue comes with a wide range of articles. An exhaustive report by Madhan Mohan details the fish rearing activity in Vayalagam federations. It speaks about the trails and new initiatives taken in various loctions. Director Ranganathan narrates about the fourth development film festival conducted on the theme "Culture and Heritage". There is an interesting note on a motivating and thought provoking children camp conducted in Karunai – DHAN Illam, Nilakottai. Muthukumarasamy writes how ICT theme tries to find out the answer for the most frequently asked question, can ICT contribute for poverty reduction? He cites an example of a Village Information Centre which paves way for a better society.

Our senior colleague, Giridhar Goud, writes about the dairy experience in Nalgonda. Ramkumar elucidate the workshop on mentoring organized by Centre for Human Resource Development (CHRD). Karthick Gopal highlights the endogenous tourism project in Karaikudi. It focuses the culture, craft, and various livelihood activities carried on for women and disadvantaged groups. As usual, we look forward for your continued support by contributing articles, comments, critics, feedback and encouragement to enrich the quality of subsequent issues of this magazine.

Happy reading!

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Fish rearing activity in Vayalagam

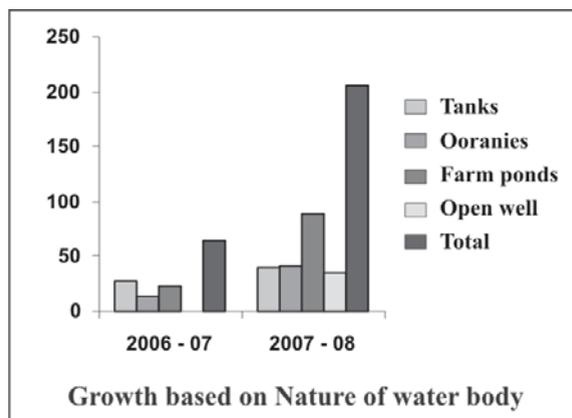
During 2007 – 08, 205 water bodies were taken up fish rearing activity in 20 blocks coming under 6 regions (10 districts) and also in Pondicherry. The 10 districts are Madurai, Sivagangai, Ramnad, Villupuram, Kanchipuram and Thiruvallur districts in Tamilnadu, Adilabad, Chitoor in Andhra Pradesh and Tumkur and Yadagiri in Karnataka. In 10 districts, Adilabad, Chitoor and Tumkur districts receive rain during south west monsoon and the remaining districts receive during north east monsoon period. So fish seed stocking period was varied from August to February.

Growth of fish rearing in Vayalagam

As a new initiative in Vayalagam programme, fish rearing activity have shown comparative growth nearly 130 per cent more than that of earlier years. During 2006-07, Only 64 water bodies include tanks, ponds, ooranies and farm ponds, were taken up this activity. In that 64 water bodies, 27 tanks, 14 ooranies and 23 farm ponds are utilized to rear fishes. In 2007-08, this activity has reached to 205 water bodies. In that 205 water bodies, 40 tanks, 41 ponds and ooranies, 89 farm ponds and 35 open well has taken up this activity. This year we are doing in drinking water oorani as a trial and also the federation also directly involved in this activity by doing in two tanks.

Growth based on Nature of water body

We have taken some efforts to upscale the fish rearing activity. We have raised fund from FAO for fish rearing which supported to take up this activity in 31 water bodies. Fund support exclusively for fish rearing activity is rare, mostly supported as an integrative component of agriculture development. Tele food special fund is supporting this activity to provide nutritional security to poor. Impact of Fish rearing in 2006 – 07 motivated the associations to take up this activity this year. Orientation and training to association members, field visit to water bodies and discussion with association members, giving inputs in their village itself also motivated them to take up this activity. Unexpected heavy rainfall received by



Tamil Nadu in December given more hope to take this activity in many water bodies. Community fish rearing activity has increased nearly 100 per cent more than that of last year which shown the real growth of this activity. In March 2008 South Tamil Nadu and coastal areas have received huge rainfall, which once again filled the tanks fully or partially in all the places. We are exploring the possibilities for fish rearing where the water bodies have filled. Presently we have explored the possibility in 41 water bodies.

205 water bodies

Increased Rain Fall

Field visit and discussion

Orientation and Trainings

Impact of Fish rearing 2006-07

Funds for Fish rearing (6.81 lakh)

64 water bodies

Region wise fish rearing details 2007 -08

During the reporting period, we have taken up fishery activity in 205 water bodies, 141 water bodies more than that of last year, 64. In that, 18 tanks, 26 ooranies 62 farm ponds and 35 open wells are additionally taken up fishery activity this year. During the reporting period, we couldn't take fishery activity in Thoothukudi region due to poor rainfall. In all the other regions, number of water bodies taken up this activity has doubled this year. Especially in Tumkur region, Fisheries Department supported by providing fish seeds has increased the number of water bodies.

Data on fish rearing - Block wise

During 2007-08, we have covered 21 blocks and also in Pondicherry.

Sl. No.	State	Region Name	2006 -'07	2007-'08	Tank	Oorani	Farm pond	Open well
1	Tamil Nadu	Madurai	22	31	10	13	08	00
2	Tamil Nadu	Ramnad	06	10	00	09	01	00
3	Tamil Nadu	Kanchipuram	05	10	00	09	01	00
4	AP	Chittoor	10	28	04	10	09	05
5	AP	Hyderabad	11	13	13	00	00	00
6	Karnataka	Tumkur	05	113	13	00	70	30
Total			64	205	40	41	89	35

Region wise data on fish rearing

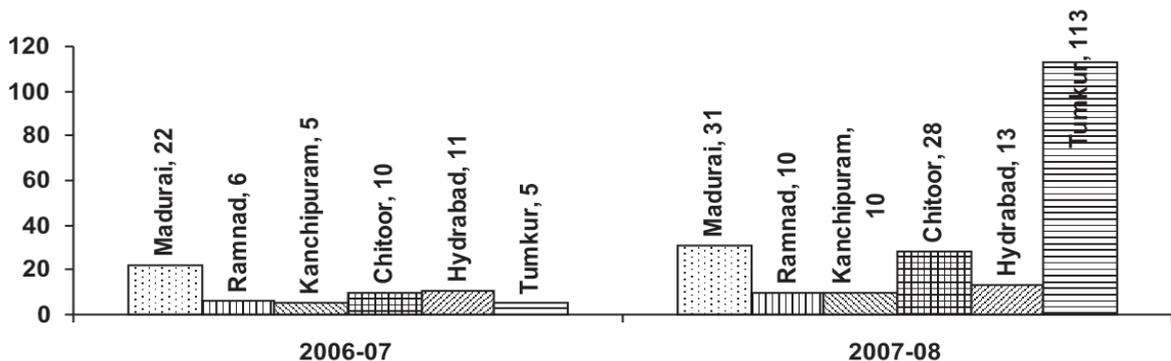
Except three blocks (Tirupullani, T.Kallupatti and Bejjur), this activity has increased in numbers. The

number of fingerlings also increased from 3, 26,250 to 6,78,000. This financial year (2007-08) six more blocks has taken up this activity when compared to last year. This year, we couldn't take up this activity in Thoothukudi region due to lack of rain fall. This year Pavagada and Punganur blocks have put very good effort to take up this activity in more water bodies. In next year they have planned to take this activity in double.

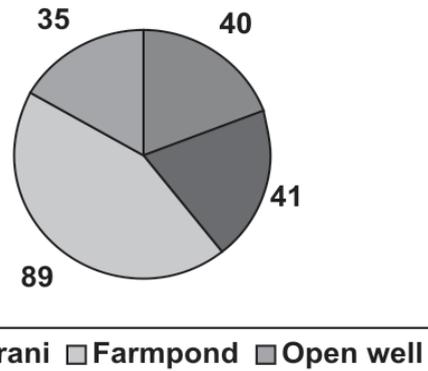
Fish variety wise stocking

Species	No of WB.
Carps	183
Cat fish	20
Murrel	2

Region wise data on fish rearing



Fish rearing in different water bodies 2007-08



Sl. No.	Region	Location	Tanks	Ooranies	Farm ponds	Open well	2007-'08	2006-'07
1	Madurai	T.Kallupatty	01	00	00	00	01	06
2	Madurai	Sedapatty	00	01	02	00	03	02
3	Madurai	Tirumangalam	00	00	02	00	02	02
4	Madurai	Kottampatty	09	05	01	00	15	06
5	Madurai	Singampunari	00	05	02	00	07	06
6	Madurai	Manamadurai	00	02	01	00	03	00
7	Kanchipuram	Tirukalukundram	00	04	00	00	04	00
8	Kanchipuram	Chithamur	00	01	01	00	02	03
9	Kanchipuram	Villupuram Pondi	00	04	00	00	04	02
10	Chittoor	Thiruvilangadu	01	05	04	02	12	05
11	Chittoor	Poondi	01	00	02	00	03	05
12	Chittoor	Punganur	02	05	03	03	13	00
13	Ramnad	Kadaladi	00	01	02	00	03	02
14	Ramnad	Thirupulani	00	01	00	00	01	04
15	Ramnad	Mudukulathur	00	06	00	00	06	00
16	Hydrabad	Bejjur	01	00	00	00	01	03
17	Hydrabad	Indravelly	09	00	00	00	09	08
18	Hydrabad	Yadagiri	02	00	00	00	02	00
19	Tumkur	Pavagada	07	00	70	30	107	03
20	Tumkur	Sira	02	00	00	00	02	02

Major concerns during fish seed stocking

- Non availability of all species of carps in all areas.
- Limited hatcheries are working in our areas. Most of them running rearing unit in which they were dependent for fish fry.
- Time of stocking varies from state to state mainly depends on monsoon

During the reporting period, nearly 205 water bodies were stocked with fish seeds. In that, nearly 46% of water bodies were newly stocked and 32% were taken up this activity for the second year and the remaining 22% were doing this activity more than two years.

Fish species wise stocking

No of Species	01	02	03	04	05	06
No of WB	129	23	14	11	26	02

Funding Support for Fish rearing Activity

Tele food special fund: is a special fund from Food and Agriculture Organization of United Nations mainly to provide food security to poor people. FAO has supported exclusively for fish rearing activity in DVTF to provide food security, sanctioned 10,000 \$ for this project. Through this project we have



Fish seed purchase for FAO Project

stocked 1, 70,000 fingerlings in 31 water bodies in Madurai, Sivagangai and Ramnad districts. Apart from supporting to provide fish seeds, this project is supporting to provide 5 tonnes of ground nut oil cake and 10 tonnes of rice bran as supplementary feed to these water bodies (wb).

Other funding supports were also by various funding agencies like HUL, Oxfam GB, JSYS Karnataka. All the funding agencies are supported mainly for renovation of water bodies and to

sustain the maintainmce of water bodies, they have supported this activity which is giving more hope to make moderrate revenue for the people institutions. We have taken up this activity in 11 water bodies. ITDA – Adilabad, Fisheries Department in Pavagada has supported fish rearing activity as nutritional security to rural poor in the above areas. With the help of the above funds, we have taken up fish rearing in 110 water bodies.

Funds mobilized for fish rearing

Sl. No.	Funding agency	Amount in Rs.	Name of Blocks covered	No. of WB
1	FAO of UN	4,00,000	Madurai, Sivagangai, Ramnad	31
2	Oxfam GB	30, 000	Yadagiri	02
3	ITDA	1, 40,000	Indravelly and Bejjur	14
4	Fisheries Dept	15,000	Pavagada	100
5	Federation	23 000	Tiruvalankadu, Tirukalukundram	13
6	HUL	60,000	Pondicherry	03
7	JSYS	36 250	Sira, Kolar	06
8	Own fund	71 000	Pavagada, Tiruvalangadu, Chittamur, Punganur, Kottampatti and Singampunari	36
Total		7,71,250		205

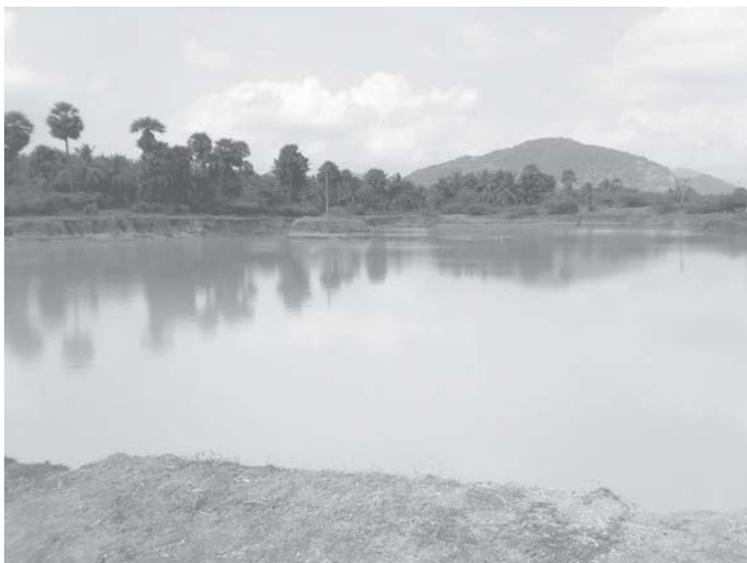
Fish rearing – Trial and new initiative

Trial in Drinking water oorani:

In Mudukulathur block, Thattan kudi Irrupu Vayalagam members are accepted to trail fish rearing activity in their drinking water oorani. Here, people are not drawing water directly from the oorani. People are drawing water from the draw well constructed nearly to the oorani. Because of that, this oorani was accepted to take up fish rearing as a trail. Normally fish rearing in drinking water oorani is not advisable because of the low fertility of pond, sudden death of fishes cause some bad odour to water and harvesting (human beings will enter the oorani). Here the water is heavily turbid, which cause the primary productivity of pond, in turn cause poor growth of fishes. The only advantage is the water available duration of water bodies, which can be more than 6 months.

Federation Taken up fish rearing – an initiative

Kottampatty Vattara Vayalagam Federation has taken up fish rearing activity in two tanks, Kankan kulam and Kummalkundu by making a formal agreement with the concerned Panchayat. This activity has taken up by federation itself to raise the fund status of federation. They have made an agreement as 25 % of net income should be given to federation by the panchayat after harvest. The culture expenses will meet by federation and the watch and ward should by panchayat. They have stocked 20,000 fingerlings of IMC and exotic carps in each tank. Water availability is also ensured, as these tanks were deepened



Kanakan kulam Tank



Rasikulam, Sayalkudi

by taking up silt for Golden Four way road project. The tanks are filled again during the downpour of rain in March. Federation is expecting good return from this activity to raise their fund status.

Impact of fish rearing in last year 2006-07

During 2006-07, we have taken up fish rearing activity in 64 water bodies, 21 tanks, 14 ooranies and 29 farm ponds. We have covered 150 hectares water spread area under fish rearing activity. We have stocked nearly 3, 26,000 fingerlings and fish fry of Indian major carps

(Catla, Rohu, Mrigal) and exotic carps like silver carp and common carp. Nearly 60 water bodies were harvested completely. In this 42 water bodies were given average to moderate yield as totally fetched nearly Rs. 3, 60,000. In this 42 water bodies, 20 water bodies nearly 33 per cent were given net income more than

Number of water bodies	percentage	Gain in Rs.
20 (13 tanks, 6 ooranies 1 farm pond)	31	Above 10,000
11(6 tanks,5 ooranies)	17	5000 - 10,000
12 (2 ooranies, 10 farm ponds)	19	Less than 5000
08 farm ponds	12	Less than 1000
10 farm ponds	16	loss
03 (2 tanks, 1 oorani)	05	Not fully harvested

Rs. 10, 000. Eleven water bodies nearly 07 per cent were given net margin less than Rs. 10,000 and 12 water bodies nearly 19 per cent were given less than Rs. 5000. Eight farm ponds were given margin less than Rs. 1000. We have attained loss in 10 farm ponds, nearly 16 per cent due to lack of water availability and poaching. Partial harvest and selling the fishes within the village method was adopted in harvesting and marketing the reared fishes in these water bodies which was also increased the income considerably. Nearly three water bodies were partially or not yet harvested and still rearing is going on as well as these water bodies were planned to restock.

Loss occurred due to the following reasons

- Lack of rain fall. Enough the water bodies were filled with water, lack of further rain, water has taken up for agriculture which cause quick dry of water bodies.
- Lack of refilling sources/ top up sources for water bodies
- Over stocking of fishes and less duration of rearing period
- Poaching in some areas
- Flood wash in some areas
- Improper species stocking, carnivores and herbivores at same time

Case study

Rojammal – Chinna eri Vayalagam - Poondi

Rojammal is a member of Chinna Eri Vayalagam in Poondi Location, dugout one farm pond with the Help of DVTF. She has taken up fish rearing activity in her farm pond by stocking 750 IMC. She has applied supplementary feed as well as fed by the food waste from near by temple. During my visit we did sampling to know the growth of fishes in her pond. She told that she has never seen any fishes jumping in her pond, so was less confident on survival of fishes in her pond. When the net men entered in to the pond to catch the fishes, fishes started to jump in all sides to escape from the net. She is seeing the fishes first time after stocking and she was very happy that fishes are there and they have grown well. The caught fishes were weighed around 600grams in weight and the survival also good, more than 50%. I have instructed her to do partial harvest immediately to avoid poaching as well as to fetch money to meet the feed expenses. Unfortunately she delayed one month, fishes were poached. She was upset but still she has stocked again fingerlings along with remaining stock. We are expecting good crop for her this year. She has learned that, delay in harvest will make loss.



Kanniappan – Nallamur WSA - Chittamur



Kanniappan, member of Nallamur WSA, has dugout a farm pond from NWDPRRA water shed project. He has also taken up fish rearing activity in his farm pond. He has stocked 1,500 Cat Fishes worth Rs.2,500 in his Farm pond. He fed the fishes with boiled waste of Chicken and mutton from shops daily. He had spent nearly Rs.10,000 for feeding and Rs.6,000 as labour charges for watch and ward and harvesting alone. After six months, fishes reached 750 gms

to one Kg. He has adopted partial harvest method to fetch more margins for his produce. He harvested the fishes during Sunday, functions and festivals. He has sold the produce to nearby village also. He sold the fishes at the rate of Rs.60 / kg. The total production from his pond is around 700 kgs. He has fetched the net income nearly Rs.22,000. This year also he has stocked the same variety of fish in his farm pond.

Indicative cost and benefit analysis of fish Rearing in 2007- 08

- 40 tanks, 41 Ooraries and ponds, 89 Farm Ponds, 35 open well were stocked
- Mostly stocked fish species were Catla, Rohu, Common carp, and cat fish.
- Grass carp, Silver carp, Mrigal and Murrel were stocked in limited water bodies.
 - Total number of fingerlings stocked - 6,88,000
 - Total stocked water spread area - 300 hectares
 - Average stocked numbers/ Hectare - 2,300
 - Expected Total harvest - 101,850 Kgs
 - Expected Gross income - Rs.32,11,000
 - Expected culture expenditure - Rs.13,37,000
 - Expected Net returns - Rs.18,74,000
 - Average income / Hectare - Rs.6,250
 - Number of associations involved - 81
 - Average income per association - Rs.21,586
 - Number of individuals involved - 124
 - Average income per family - Rs.1,010

Learnings from the last two years

- Instead of giving quantitative approach, we have to concentrate more on qualitative way of

An analysis of output based on growth of fishes

Expected Survival 30%	Expected net return in Rs.	Average income per Hectare in Rs.	Average income per family
Average growth			
400 gms	17,20,800	4,920	860
500 gms	22,00,000	6,285	1,100
600 gms	26,60,000	7,600	1,330
750 gms	30,76,500	8,790	1,540

- rearing to increase the production.
- Delay in stocking or decision making caused heavily this activity. Need proactive way of planning for fish rearing
- Frequent monitoring visit to water bodies is needed to strengthen this activity
- Lack of data collection put barrier for way forward and this need to be addressed.
- Taking minimum risk is essential for fish rearing
- Need specific approach in Fish rearing for each block
- Analysing the possibilities, barriers, success and issues, causing the upscale process of this activity
- Discussion with block level team, PEs, VADC and associates to know about the possibilities, Barriers, Success and issues. Synthesis of the outcome.
- Discussion with community, EC leaders, and experienced members in fish rearing the above aspects and synthesis the outcome.
- Synthesizing the both and bring out one block level specific approach for each block on
- Possible water bodies – nature of WB
- Fishery rights
- Funds for fish rearing
- Species to be stocked or increased, which shown good growth in previous
- Stocking density
- Growth of fishes – natural feed, supplementary feed
- Productivity – Natural stock or unstocked, stocked etc
- Sales and marketing
- Utilisation of funds gained from fish rearing

Way Forward

- Raising fund, seed capital from corporate, Main line institutions and other funding agencies to take up in more water bodies
- Plan to get quality fish seeds at required time – start up fish rearing unit in future
- Tie up with Tamil Nadu fisheries department
- Enhancing livelihood through Ornamental fish rearing activity
- Tie up with Fisheries College in Tamil Nadu and Andhra Pradesh for joint action research with DST funding. ■

Fourth Development Film festival 2008

K. Ranganathan *

DHAN Foundation started organizing Development Film Festivals in 2005. This film festival not only restricts itself with bringing up constructive critics but also encourages various development initiatives by creating awareness to the public and making them appreciate such novel attempts. Due to globalization, age-old traditions have lost their luster. To conserve the precious time-tested wisdom, rich culture and heritage, the topic of Heritage was selected for 2008's film festival.

The purpose and the topic was disseminated across the world and we received 35 films, including two films from the Philippines. Preliminary screening was done by a jury comprising historians, archeologists, environmentalists, and journalists. Only 20 films were found to be specific to the topic, from which seven films were selected for screening in the festival. Also 5 films were selected for a special screening as the date coincided with "World Tourism Day".

Day 1

The festival was held at the Gandhi Memorial Museum, a place that enhanced the aura of history and cultural pride that the films already projected. The evening began by screening "Kodangi", a film from 2007's film festival that focused on the theme of water. When a sizeable crowd of 300 people had assembled; the evening began in earnest with music, traditional lighting ceremony,



still from "Jallikattu"

and dancing. A panel of leaders involved in various aspects of the development sector spoke. The Chief Guest journalist turned director, Mr. Rajashekar, praised short films for their ability to send an educational message to people, which a commercial film cannot do. He said, "Commercial films should allocate some segment of an educational message in the films, television programmes, and magazines". He pointed out that there are very few producers who encourage such work.

The film "Jallikattu" profiled the traditional "sport" of taming bulls and focused on the town of Alanganallur where the yearly festival is particularly vibrant. Over and over, images flashed on the screen of young men taunting decorated bulls and then being violently thrashed around by the bulls' tremendous weight. Conflicting views were outlined in the film.

After an energetic question and answer session with the director of the film Jallikattu, the second film was shown, "Death Knell to Nilgiri Biosphere". This emotional film told the story of the people's movement in Chamalapura, a village near Mysore, against the establishment of a thermal power plant. The film juxtaposed scenes of vibrant, lush, and productive flora and fauna with ominous photographs of polluted and desolate landscapes. The livelihoods are taken away but not replaced. Afterwards, the directors described their intention: to shed light on the particular movement to show that governmental policies can and should be questioned and, if appropriate, protested. For the most part, the audience welcomed the presence of an activist film such as this in a festival, saying that films such as these are far too rare.

* K. Ranganathan, Project Executive, Centre for Development Communication, DHAN Foundation, Madurai.



still from “Chedi”

Day 2:

The first film, “Thai Poosam”, followed the traditions surrounding the daily rituals of the 10-day festival. The main focus was the pilgrims’ journey to Palani, in which individuals express their faith in a wide range of ways. The film showed the physical strain of the journey. During the interactive session, the director of the film “Thai Poosam” shared that the film was a product that was requested by the Malaysian Government where more than 50 percent of the population are Tamilians.

The second film, “Chedi”, mirrored another realm of society: the problematic use of child labor. This was not a documentary. Rather, it was a dramatization of a very probable story of poverty: a single man feels trapped and begins to use his 7-year-old daughter as a source of income through her acrobatic skill. When she takes a giant fall and almost loses her life, he is wracked with guilt. The attending doctor has a stern talk with the father, and explains that what he has chosen to do was a punishable offense. The movie was provocative in that it outlined how someone could feel trapped into making the decisions this man did, problematized child labor and low rates of education for girls, and it suggested that the passing of laws could lead to positive behavior

change. In response to “Chedi”, everyone applauded. The director of the film was not available to appear on the stage, but there was a mobile-phone facilitated discussion by through which the director could hear the responses and suggestions.

The final film, “Enduring Traditions”, was a special screening of a DHAN Foundation project and returned to focus on local traditions of a village called Athangudi. It is the center of floor tile production in the area, locally available fine sand and deft skill combine to make colorful patterned tile that tempts the viewer to go see the production process in person. Dating back to 1928, the practice involves many complicated steps, from adjusting the glass mold, to achieving level placement for a smooth floor. The combination of artistic tradition with a source of livelihoods—some 400 families in Athangudi rely on the production of the tiles for income—contributed to a sense of urgency in the film. Conscious patronising the art is required to keep it alive, exactly what this film aims to provide.



still from “Living in the Park”

Day 3:

The third day of the Development Film Festival covered two very different topics: the cultural and environmental implications of a national park in Rajasthan, and the life and struggles of folklore artists in Tamil Nadu. Seemingly disparate subjects, a single theme unified them: the livelihood and culture of an individual or community cannot be forcefully taken away. In each film, the strength of the human connection to land and heritage was the abiding message.

“Living in the Park” explores the Ranthambore National Park in Rajasthan, which was established with the aim of protecting the Bengal Tiger from extinction. Although this is an admirable initiative in itself, the film provides a more complicated perspective on this park: the effect of the park on the local people and culture. Although tourism has boosted the local economy giving more business to some local artists, the majority of the community has been displaced to the outskirts of the park, alienated from their home. They can no longer cultivate their land or hunt, and even the young children are



Still from “Elumalai Jama”

growing up without the same depth of knowledge about their natural surroundings. The movie left us with several questions: How can we protect both the environment and our people? How can development measures unify those who have a stake instead of dividing them? Echoing in our minds was the phrase, “you can take the people out of the park, but not the park out of the people”. The director of the film, “Living with the Park”, Dr. Susan Sharma, answered the queries raised by the jury and the public. There was a good response for the film as many people in Madurai had an opportunity to virtually go for a safari.

“Elumalai Jama” conveyed much the same message in relation to folklore. This extremely engaging film followed the life of several folklore artists who act out traditional stories to musical dancing. The head of the troop plays the king and dances with particular exuberance; the joy on his face is constantly apparent. As the film progresses, however, it becomes increasingly difficult for the troop to make a living off their art. The masses go to the cinema instead of watching their plays. The troop disbands and looks for work as vendors and coolies. At this point the film takes on a

different tone entirely: the joyful music stops and the color tone turns to sepia. The “king” is crestfallen. His only joy is when he imagines himself a king again—the color returns to the film only to vanish again when his daydream is broken. Despite the change in lifestyle, the folklore cannot be taken away from this man’s heart. This self-identity both causes him problems (when he is addressed informally in his new employment he flares up in a rage as would a king) but it is also what keeps him motivated to follow his dream of returning to folklore as a livelihood. The film ends on a powerful note when the “king” encounters a young group of artists in the forest. Despairing at the amateur nature of their skill, he jumps out of the shadows to display his abilities. After a joyful return to his art, he collapses to the ground: his last dance. The director of “Elumalai Jama” was not present so he was contacted with the help of cellphone and he heard the comments from the audience and answered few question raised by the audience.

Day 4:

The final day of the Development Film Festival started with a special screening of a film

“Chinnapillaiamma”. It showed the real life story of a woman who revolutionized the life of many women with the self help groups and motivated them to save and take loans for entrepreneurship activities. She was recognized and awarded the Shree Shakthi Puraskar from Government of India and she still lives a life serving many poor around her.

“Missing Colors” followed the life of Karthi, a transgender woman artist who led a life of great struggle. Banished from her home as a young boy, she was forced to find her own way with the companionship and acceptance of just one other transgender, Mallika. Again and again, the film suggested that, were Karthi not transgender, her art would support her. As it is, she is forced to sell herself to make a living. When she is criticized for spending all her money on paints, she replies, “I am selling my body, but I cannot sell my soul”. Her art provides a refuge for her painful memories. The film follows a parallel story of a researcher who is studying transgenderism and seeks out Karthi as a subject of her story. Interestingly, the journalist’s companion makes some convincing arguments on the equal rights of transgender people. The journalist points out those parents do not reject their children if they are disabled. Instead they nurture them with love and care. Transgender people deserve the same love and care of any other child and their identity should not be suppressed.

The man who acted as a transgender was on stage to express his views about the film. Many of the audience gave their comments. There was a formal valedictory ceremony and it was a good experience of viewing development films. ■

Children's Day Out

Nagaratnam and Muniram Singh*

A motivating and thought provoking children camp was conducted in Karunai – DHAN Illam, Nilakottai as a part of the Illam's 21st Annual Day. The two-day camp on 25th and 26th September 2008 started with a lighting ceremony by Ms. Jean Watson, founder of the Karunai Illam. After a silent prayer, Mr. Khader spoke to the participants about good habits. Muniram Singh from Humane Trust introduced concentration and memory increasing games. Children were segregated into groups. Each group was taught number games and memory games. Ms. Jean Watson gave away the prizes to successful children.

Every alternate child was asked to tell number in English and Tamil. For example, if the first child says "One", the second child should say two in Tamil as "Rendu", then "Three" by the third child, and the chain goes on. When any child goes wrong, that child comes out of the game. The numbering continues until fifty. For this, every child should keep the mind alert, conscious of the number and language.

Again the children were divided into six sub groups. Value-based story books were distributed to each groups. They were asked to prepare a drama on any of the stories from the given book. There was a tea break and the children practiced their own drama or skit based on selected moral stories until lunch. There was a question and answer session about national leaders.

Muniram Singh taught some patriotic songs and asked each child about their favorite patriotic leader. He shared some interesting facts and incidents about the leader. The children, who knew only about one or two leaders, left the session knowing about few more leaders and interesting incidents in their life. Children performed skits based on value based stories. It was performed with a sense of humour. At 3.30 pm Mr. Gomathi Murugan spoke on "How to face future" through some thought provoking stories. Participants pledged to practice good habits in their life.

The second day also started with prayer. Mr. Shanmugaraja, Librarian of Tata-Dhan Academy, conducted a general knowledge quiz. He also spoke about libraries, the value of books, and how to collect, categorize, protect, and maintain books.



Mr. Govindarajan, Principal of CBOA-DHAN School, taught word power games. Mr. Ramkumar, Team Leader, CHRD, DHAN Foundation spoke about moral values and emphasized that "Greater the greediness, greater is the loss". The camp came to an end with a patriotic songs session by Muniram Singh followed by silent prayer. The children dispersed with heart full of joy and head full of new things with a determination to live a better life. ■

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Can ICT contribute for Poverty Reduction?

A. Muthukumarasamy*

Can Information and Communication Technology (ICT) contribute something for poverty reduction? This is a frequent question raised in many of our minds. This is an experimentation lead while initiating the “Thagavalagam - ICT for Poor” theme during 2001. In most cases, ICT seems to be a support tool for Management of Information System (MIS) and other development activities. But here are some examples where ICT contributes more for poverty reduction.

Enabling the rural community is one of the tools for poverty reduction. The Thagavalagam theme using this tool through ICT enables many rural women and men to get out of their family poverty.

The rural community, especially women, do not get any opportunity to go out of their village and get higher education. There are many factors restricting their entry into the IT field.

- In most cases, the facility to enroll for the courses is far from the village and hence restricting most of the women to attain the IT education.
- In some cases, rural girls are going to colleges, but they are not able to involve in Information Technology field on because of the high cost involve in completing computer courses.
- In some cases, language is a barrier.



- In some cases, they are getting education, but are not able to enter and succeed in their jobs because of their level of practical exposure.
- Thagavalagam breaks all these barriers through its Village Information Centers (VICs).
- The Village Information Centers are established at the village level in a common building; it is thus easy for the community, especially married women, to easily attain an IT education.
- The Thagavalagam Village Information Centers are creating opportunities for the rural community by offering a six-month diploma course, Diploma in Computer Application (DCA) for Rs.900 and short term courses at Rs. 100
- The Village Information Centers operators are from a rural

background. It is very easy for them to be involved with the rural student and handle courses in their own language. The reading materials are also provided in the local language.

- The Village Information Centers have workbooks with different formats for them to use for practical sessions hence they get more exposure in software operation. While undergoing the course, the students are getting apprenticeship as a data entry operator in local Government and private institutions; they are also getting familiarized to local work demands which help them to be more productive once they get their employment opportunity.

Do these courses reduce poverty?

The answer is yes, on an average every year; each center creates employment

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opportunities for 5 to 7 members of the rural community, especially for housewives. Housewives have completed the course earn Rs. 2500 - Rs. 3000 as salary and contribute this as additional income for their families.

The following table shows the details of the enrolment of six months diploma courses through 20 Village Information Centers of Kottampatti ICT location. (From 2004 to 2007)

Particulars	Male	Female	Total
No. of Students Completed the Courses	162	358	520
No. of Students currently working	87	193	280
No. of students undergoing higher studies	54	95	149

The number of rural people who got employment opportunity (280) seems to be small for the past four years, but there are also more students between 1500 and 1800 who have completed short term courses and are working as VIC operators.

How Thagavalagam claims that the courses offered reduce poverty?

The Thagavalagam Village Information Centers have comprehensive data about the village. First, the VIC operators approach the Kalanjiam and Vayalagam family members to enroll for the courses. Then, they conduct regular door to door canvassing and visit village households and encourage them to enroll for the diploma courses. They also ensure that the poor (those who are not able to get the opportunity) are

also enrolling in their center. After the course completion, the hub centers help them to get employment opportunity as a computer operator. The employment provides considerable income for the unemployed persons.

The Thagavalagam Centers have systems for tracking the students who have completed the courses; this makes the centers different from other private centers. The operators have

complete information of the students completing the courses, the opportunities available, and the opportunity attained by the students.

Sekkipatti Thagavalagam Village Information Center:

Sekkipatti is a big panchayat in Kottampatti Block. The Thagavalagam programme was initiated as an Adult Literacy Programme (ALP) center during 2004 in the Kalanjiam Cluster office. Later the ALP center was converted as a Village Information Center (VIC) in a rented building near the main village. The ALP operator, Ms. Venikala, identified five poor students and formed an ICT group (Ms. Rajee, Ms. Thilagam, Ms. Malathi, Mr. Dharma and Mr. Mahendran). The group was trained in computer operation and teaching. Once the center was converted as a VIC, Ms. Venikala, the ALP operator, transferred to another VIC in V.Pudur village of Kottampatti. The five group members managed the VIC at Sekkipatti for the first six months and shared their income. Later, Mr. Dharma got an

employment opportunity in Tanjore and Mr. Mahendran got transferred to Karunkalagudi Village Information Center as an operator, now he is working in Ramnad Region as a MIS person. Ms. Malathi became the operator of the Sekkipatti VIC, Ms. Thilagam became the operator of the Pattur VIC, and Ms. Rajee got employment opportunity as a faculty of the Melur Hub Center. Currently she is supporting all VICs in Kottampatti location as a coordinator.

Now Ms. Elami, one of the students of the Sekkipatti VIC, is the operator of Sekkipatti VIC and the VIC has successfully celebrated four years of operation.

In Sekkipatti Village Information Center, about 44 students from the same village completed the diploma courses and 26 students got employment opportunity through the VIC. Out of this, 15 are women.

Recent government initiative, CSC (Common Service Center) prefers our students as an operator for the center. During the first month of this initiative in Kottampatti about five of our students/operator got employment opportunity as a CSC operator and started earning Rs.3500/- per month.

Similar services are also offered in all VICs of Thagavalagam programme and every year, many rural women and men get employment opportunities through ICT.

This article solely covers how the education service of the VIC contributes for poverty reduction. The impact of other services will follow in the forthcoming newsletters. ■

Promotion of Dairy Based Livelihoods in Nalgonda

M.B. Giridhar Goud*

1.0 Background

In Nalgonda district of Andhra Pradesh, DHAN Foundation initiated its programmes in the year 2000 with the invitation of District Administration. At first, DHAN initiated the tank programme in two cascades of Chityal mandal. Later, in 2001, the Kalanjiam programme was initiated in Narayanpur mandal with the basic purposes of:

- Strengthening existing self help groups (SHGs) and promoting new SHGs with left out poor families.
- Promoting cluster and mandal level federation to support primary groups.
- Linking people institutions to mainstream financial and other developmental institutions.

Since then, DHAN's intervention in Nalgonda has created a greater impact on lives of the poor communities. DHAN has promoted people institutions at different levels and expanded tank and bank programmes to three mandals (Narayanpur, Chityal, and Choutuppal). With the DHAN's unique approach of generation concept, the locations have diversified the programmes into various developmental activities like agriculture input supply, procurement and marketing of agriculture commodities, drought mitigation programmes, organic farming, water



and women programmes, and addressing social issues. Apart from these activities, a dairy programme was initiated in a phased manner to benefit more people.

The dairy programme was launched on the occasion of women's day, 8th March, 2007, with MoU between three partners, Narayanpur Kalanjia Samakya, Jersey Cream Line Dairy, and DHAN Foundation. The experience of the dairy programme is very positive.

2.0 Need for dairy programme

The working context being rural, most of the people depend on rainfed farming. A shortage of rainfall makes agriculture a vulnerable livelihood of small and marginal farmers. These situations make the poor sections of

the community migrate to metropolitan cities or otherwise undertake to alternative livelihoods such as truck drivers. The migration and changing of occupations has made these communities very vulnerable to severe health problems like HIV/AIDS. Some of the small and marginal farmers, landless labourers, and other poor sections of the community depend on dairy as a secondary source of income for their livelihood. Often the members are dependent on middlemen and unwanted market chain for marketing of milk. They cannot demand better prices from the middlemen, making dairy activities a less attractive livelihood option. This kind of attitude is not an exception even to Kalanjiam and Vayalagam members. The rural sector traditionally depends on dairy as a supplementary

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activity for their livelihood. The available credit in the group was taken by the members who prefer to purchase buffaloes. But, due to drought and change of livelihood, the members could neither get the surplus income to meet their consumption needs nor repay the loan amount. Hence, they became defaulters or irregular in repaying loans. This situation, in later stages, even led to selling off their buffaloes.

DHAN Foundation promoted about 600 Kalanjiam groups in Narayanpur, Choutuppal, and Chityal mandals of Nalgonda district over the last 7 years and established linkages with various commercial banks to provide credit services. Many of the members are able to improve their existing income generating activities. In spite of the successful linkages with local banks for financial services, members often faced the challenge of 'credit absorption' due to lack of business development and support services like marketing or value addition of their produce. Dairy activity was found to be potential activities which women of Kalanjiam can take up as a good source of supplementary income to begin with, in Nalgonda district. The concentrated efforts and appropriate investments in building the capacity of these women, providing input services coupled with sustained marketing support, will help the women to evolve as dairy farmers; this can become a primary source of income and livelihood which will not only contribute to enhancement of individual household income but also develop the regional or local economy. To address the above situation and to create a demand system among milk producers, the introduction of dairy programmes is needed in working areas.



3.0 Purposes for Initiation of Dairy Programme

The following are the broad purposes of collaboration between DHAN Foundation, Jersey Dairy and People Samakhya.

1. **Institution building for managing the business linkages:** As a part of building the people organization for promoting dairy development, there is a need to promote primary producer groups and producer companies of women who would take up dairy as their primary source of livelihood over a period of time. Members of different Kalanjiams who are interested in taking up dairy activity as a primary activity would promote the primary producer group at the village or village panchayat level. The producer company is a federation of primary producer groups (PPGs) in a block level which would ensure the marketing linkages and other institutional linkages to sustain the business operations.

2. **Capacity and skill building of women in dairying:** Many women take up dairying as a supplementary activity; they do not focus much on its improvement and do not see it becoming viable over a period of time. As a result, the productivity of their animals become poor due to low maintenance, and often, the earnings are negative for the women. In order to make dairying viable, there is need to enhance the skills, and business perspectives of the women to become dairy farmers. There is a need for building the capacities of the women with both technical and social inputs for better production practices which leads to a viable dairy industry in the long run.
3. **Input and support services for dairy development:** Dairy development in most backward regions like Nalgonda district, which are traditionally not dairy tracts, need larger investments in terms of veterinary care, artificial insemination services to enhance

the quality of breeds, and animal husbandry practices including feed and fodder supply at the village level. This would require a focused and organized effort in the initial years until the minimum scale of operations are achieved for viability.

- 4. Marketing linkages and institutional mechanism:** The most important aspect of dairy development is establishing sustainable market linkages which would ensure assured purchase of milk at a better price which makes the farming sustainable. There is a need for an institutional arrangement to ensure this even before the whole project is being initiated. This is a precondition for the success of the project.

Role of Partners

The dairy activity was implemented as a tripartite partnership between the Samakya, DHAN Foundation, and Jersey. The role of each partner as follows.

- 1. Samakhya (Kalanjiam Federation):** Samakhya acts as the local implementing agency

and coordinates the field level operations like appointing dairy associates, promoting the PPGs and producer companies and ensuring financial linkages for promotion of dairy development by members through timely credit. Samakya identifies the need-based capacity-building programmes at various levels and provides them with the support of partners. It ensures timely progress proposed in the agreement.

- 2. Jersey Cream Line Dairy Ltd:** As a promotional effort to promote dairy development the promotional costs are met by Jersey. It also ensures continuous marketing support and linkages for ensuring better prices for the members. It provides technical inputs, veterinary care and support for enhancing the quality of milk production and dairy development in the district.
- 3. DHAN Foundation:** As a facilitating agency, it builds needed linkages with various partners to make this collaboration work. It provides techno-managerial support and guidance for promotion of PPGs

and producer companies. It ensures timely linkages with banks and insurance companies. Business development input and counseling for members will be provided as part of business development services to members of groups.

5.0 PPG Activities

The primary responsibility of each PPG is to ensure quality production of milk and procurement from each member. The PPG provides needed inputs for fodder and feed at subsidized prices to the member. Based on the potential quantity of milk, the PPG maintains the main and sub centers for its activities. The PPG provides capacity building programmes to its members with the support of Samakya and DHAN. It ensures the insurance of its members and their buffaloes. The PPG would ensure enrollment of all milk producers of Kalanjiam and Vayalagam members. Each PPG organizes a monthly general body meeting and three executive committee meetings in a month, before the disbursement of payment. It reviews the performance of working groups and staff. It monitors the accounts of the main and sub centers.

6.0 Process Followed for Formation of PPGs

Step 1: Defining the Geographical Boundaries of PPG

Before initiating the programme DHANites collected the data of Kalanjiam and Vayalagam milk producers and potential milk procurement from them. We also gathered the milk procurement potential data from other producers in the village. We worked out that a minimum of 100 liters procurement



per day is the viable size for running the PPG. Based on this background, we identified the potential PPG areas and defined the boundaries.

Step 2: PPG Concept Seeding

At the inception of the programme, the staff of DHAN, Samakya, and Jersey dairy made choice of a campaign mode approach for concept seeding on PPG. For this we organized focused group discussions with our producer’s family members. We met the village elders and clarified the purpose of the partnership to initiate the programme. We clarified queries and doubts raised by the members. This process went on very intensively with all partners.

Step 3: Enrollment of Members in PPG

The interested members and those who were able to come out from the existing linkages were enrolled as members of PPG on payment of the membership fee. In the beginning, we ensured a minimum of 50 per cent membership enrollment in PPG. The efforts are continued for enrolling all the Kalanjiam and Vayalagam milk producers by clarifying their doubts to become the members in PPG. All the farmers whoever gets enrolled in PPG comprise the ‘General Body’ and ‘A’ category members.

Step 4: Evolving Policies in PPG

The General Body of the PPG discussed the required components and evolved the policies. The policies are the guiding principles for the group.

Step 5: Identifying the Capital Investors as ‘B’ Category Members

Among the ‘A’ category members, whoever is interested to invest in the

business capital and ready to take the risk and responsibilities to run the milk centers are identified as ‘B’ category members.

Step 6: Selection of Executive Committee

A combination of ‘A’ and ‘B’ category members in 1:3 ratio is selected as Executive Committee of the PPG.

Step 7: Formation of Working Groups

Among ‘B’ category members, the working groups are formed to take up daily activities of PPG. The working group performs the following functions:

- Daily monitoring of main and sub centers.
- Acts as milk procurement increasing committee.
- Veterinary medicines and fodder supply.
- Resource Mobilisation and Trainings.

Step 8: Opening of Savings Bank (SB) account

In the name of PPG, Savings Bank account would be opened with joint signatory of President, Secretary and Treasurer in a nearby commercial bank. The transaction would be held through cheque only.

7.1 Functions of Main Centre (MC) The main centre would be established based on the minimum procurement of 100 liters per PPG. Each PPG established one main centre for procurement and marketing milk. Each PPG established 1 to 3 sub centers based on the nearest distance and availability of milk. The centre procures the milk and does the fat test for each member’s milk for fixing the price. It maintains the accounts of MC and SC. Every 10 days, it distributes the milk payment to the members.

7.2 Functions of Sub Centre (SC) Sub centers are part of the main centre. For regular functioning of the SC, a separate executive committee was formulated. It functions like MC except testing of individual milk fat. Except bank account, all other accounting systems are followed in SC. The SC would be graduated as MC when the quantity of milk procurement reaches 100 liters per day. Every 10 days, the payment is done at SC by the EC.

8.0 Structure of PPG

8.1 General Body: The Kalanjiam and Vayalagam milk producers who are enrolled in the PPG are called General Body or ‘A’ category members of PPG.

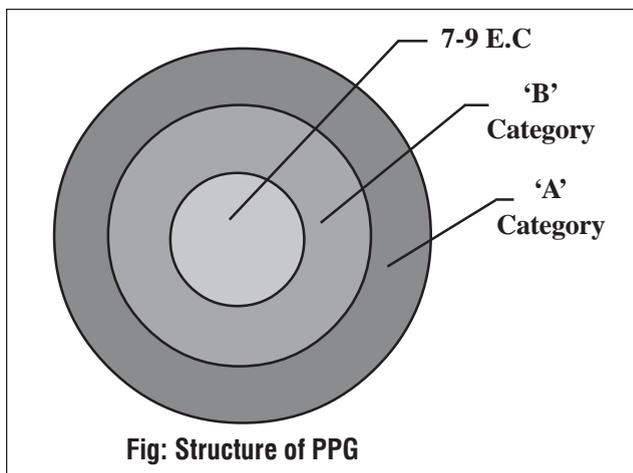


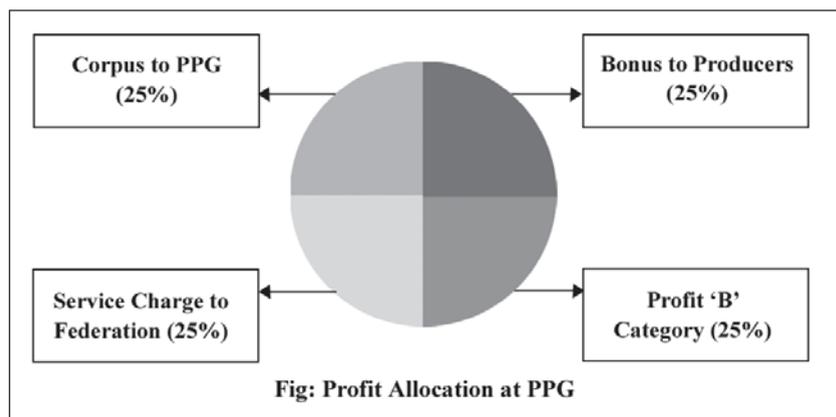
Fig: Structure of PPG

8.2 'B' category members: The members who would like to put the investment and ready to take the risk and responsibility are called 'B' category members.

8.3 Executive Committee: On 1:3 combinations of 'A' and 'B' category members, the EC would be formed. The EC would take the responsibility to organize the regular activities of the PPG.

9.0 Profit Allocation in PPG

Every year the PPG would be do profit allocation after external auditing. The profit of the PPG would be allocated as 4 parts as shown in the figure.



9.1 Source of Income at PPG

The PPG gets profit from the following sources.

- Rs. 0.50 per liter as commission for marketing milk.
- Sample milk
- Excess milk – While procurement from individual farmers.
- Feed supply to the members.
- Service charges for veterinary care.
- Local sale of milk.

10.0 Status of Dairy Activity

So far the progress of the activity is as follows.

Out of 715 dairy animals, 517 animals belong to Kalanjiam and Vayalagam members who are the milk producers and milk is supplied to the various marketing people. Out of the efforts of the staff, 258 members could come out of the present market chain, got enrolled in 17 PPGs, and are supplying milk directly. A total of 615 producer families are benefit from this activity, including non Kalanjiam and Vayalagam. Other producers in the village are also benefiting by supplying the milk to the PPGs. Each

PPG established one MC and SC based on the potential of milk. At present, 17 MCs and 9 SCs are established for procurement and marketing milk. From March 2007 to Nov 2008, a total of 6.85 lakhs liters of milk procured an average of 1,088 liters per day. Many centers were initiated with a very small amount of milk was procurement. After gaining the trust of the producers, the average milk procurement has reached to 1,800 liters per day. A total of 109.60 lakhs turnover has been done in a 21-month period. Apart from this, 35 veterinary camps were organized and treatment was done for 1,771 animals

for different ailments, vaccination, and general treatment. A total of 41,050 kg of fodder has been supplied to the members with subsidized price. Five MCs have been equipped with computerized milk testing facilities.

11.0 Impact of the Programme

11.1 Getting right price and creation of competitive environment: Previously producers depended on middlemen and government dairies for marketing their milk. Due to exploitation by the middlemen, and ineffective and politic disturbances of government dairy associations, the producers used to get Rs.12 per litre from middlemen and a maximum of Rs.15 from existing formal associations. The collaboration efforts made to get right price to the farmers, ranging from a minimum of Rs.12 to maximum of Rs.24 per litre based on the fat. The jersey always agreed to pay one rupee more than other competitors on fat percentage. The activity created a large impact on the dairy market in the existing mandals. The other competitors also hiked the price and started to work in competitive environment.

11.2 Confidence among Kalanjiam members: In the promotional phase of the location, the major focus has been given to strengthen the people institution at various levels and build up financial linkages in a stronger sense. Later the programme started to diversify into various initiatives like bulk purchasing of fertilizers, water and women based activity, organic farming management, marketing of agricultural commodities and addressing of various social issues. In the last year, the dairy initiative made

a large impact on the members to transform the microfinance programme for the holistic development of the poor and gave confidence for their own development. The programme created more trust among the members to continue to be a member of Kalanjiam family.

11.3 Non members' positive attitude towards Kalanjiam Programme: The non-members of Kalanjiam and Vayalagam programme in the village are also benefiting from this programme by availing marketing facility with best price. This activity has changed their attitude in positive way, earlier; they were looked at looking as competitors.

11.4 Procurement accessibility at village level: Earlier the formal system of milk procurement centers was available in few villages. This situation compelled to many producers to depend on middlemen for sale of milk at their door step at unjustified price. This initiative created accessibility of marketing facility to 26 villages where there was no such facility.

11.5 Ensuring timely and prompt payment: The middlemen always used to withhold 15 days payment with them and pay only remaining amount to the producers. This situation made the producers not to go with other alternatives for marketing of milk on their own choice. The formal procurement centers also used to pay the amount once in a month, often not on time. This situation made the producers become irregular in payment to the SHGs or other commitments. Often, members depended on the moneylender or other sources to meet their immediate

needs. In PPGs the system of payment is once every 10 days, and timely payment is ensured to the producers. This also enhanced the repayment status in the SHGs by the producers, who were able to get help to purchase more buffaloes and meet their needs on time.

11.6 Involving members in business activity: This created an opportunity for the members to become involved in business activities. The members could see the activity on business perspective to gain the knowledge for negotiating with mainstream market systems.

12.0 Learning

12.1 Strong existence of market chain: Our assumption before initiating the programme was that all the producers of Kalanjiam and Vayalagam would become a part of the dairy activity. In reality, only around 50 per cent of the producers enrolled in the PPGs and are supplying the milk. The rest of the members could not come out of the existing market chain for following reasons:

- In some cases the middlemen relationship is stronger with the producers from longer time and in some cases middlemen were not ready to pay the pending payment to the producers.
- The existing government dairy system is totally influenced by the local politicians and threatening the members for availing the government benefits.
- As the producers have loans outstanding with middlemen and government dairies, they are not allowed to supply the milk to the PPGs.

- Some producers have doubt on continuation of the centers in their villages as they have the experience of winding up of procurement centers after sometime.

12.2 Daily monitoring and support

Dairy activity needs daily monitoring of the PPG leaders and staff of the federation. If the activity is neglected even for a day, the damage would be very high. The leaders and staff of the PPG need to be committed to run the activity. The partners should work closely to address any issues on time.

12.3 Potential to upscale and diversity

The activity has large potential to grow by including left out Kalanjiam and Vayalagam producers and other sections of the producers in the villages. This would enhance the animal population in the villages and would bring economic vibrancy in the lives of the poor and the village. The activity also has large potential for diversification to promote dairy-based allied PPGs and sub activities like making local feed mixture, leasing of lands for growing grass, Azolla planting, opening of Jersey product outlets to urban Kalanjiam members, and providing veterinary services.

12.4 Exclusive staff structure

At the time of initiation of the programme, the existing staff (Kalanjiam and Vayalagam) was involved to take up the concept of dairy activity by the producers themselves. In promoting the programme, the existing grassroots staff involvement is needed to

implement the project. In later stages of implementation, exclusive staff is needed to take the programme to the next level. The Samakya has taken this into consideration and has taken efforts to recruit new staff for grassroots dairy programmes.

12.5 Keeping excitement of the members and attracting other members

Through diversification of microfinance programme into business activity, the existing members' motivation level could be continued and this would help the programme to retain its membership. The other producers and members in the village are attracted towards the services provided by the programme. There is a need to take up such kind of activities to keep up the uniqueness of the programme in the field of microfinance.

12.6 Keep up moral values and ethics of members and staff

Any kind of business activity would sustain when the activity is based on the morals, values, and ethics of the members, staff, and other stakeholders in the activity in addition to standard business systems and procedures. To keep up such behavior at all levels; the promoting agency should follow different mechanisms such as orientation on business ethics and various disciplinary measures to keep the activity vital, viable, and sustainable.

12.7 No aggressions in loaning

At the time of initiation of the programme, the members used to think about this as a credit-based activity. Once the members got used

to all the systems and procedures in implementation of the programme, they began enjoying the benefits of the programme. Now, timely credit required for the activity is provided through various sources.

12.8 Closely working with partners

The partners should work closely with each other every day. This would help in resolving issues and maintaining the positive relation for longer periods.

12.9 Technical Knowledge

Over a period of time, the members and staff should gain technical knowledge to understand all the dimensions of dairy development for effective implementation of the programme.

12.10 Dairy products outlet

The collaboration with Jersey Dairy would enhance to provide outlets of dairy products for urban and rural Kalanjiam members.

13.0 Challenges

13.1. Cent per cent enrollment of members: At present not all dairy producers of Kalanjiam and Vayalagam members are enrolled as the members of PPGs. The team should bring all the members into PPGs by addressing the stated reasons.

13.2 Meeting credit demand: To enhance the productivity of the milk, the programme needs additional and exclusive credit support for the members. The regular bank linkage programme is not sufficient to meet the demand of the members. To purchase a new animal, a member

needs Rs. 20,000 to Rs. 25,000 credit support. Hence, the programme needs to mobilise Rs. 50.00 lakhs to increase the animal population by 200 animals each year. This is a challenging task to mobilise the required amount and maintain the portfolio without risk.

13.3 Setting up daily monitoring mechanism: The programme needs daily attention and monitoring. The performance of the activity depends on the monitoring system established at all levels. The daily performance of the centre should be assessed and the problems need to be rectified immediately.

13.4 Expanding programme to remote villages: The interior tribal (Lambada tribe) villages do not engage in dairy activities. The villages have the resources and potential to initiate and develop dairy activities. Most of them hold small and marginal land, which is not sufficient to meet their regular needs, and their often migrate to Hyderabad and near by towns for alternate livelihoods. To address it, a viable size of the members should be identified and provided with credit support to take up dairy activity.

14.0 Way forward: At present the programme is in the promotional phase. The lessons and experiences of this phase should be consolidated for future implementation of the programme. The stakeholders of this programme should work continuously. The PPGs' capacities would be built up and promoted as 'producer companies' by the end of promotional phase. Within five years, the activity should be able to procure 10,000 liters in a day and 20% of the members would be promoted as dairy farmers.■

Workshop on Mentoring

S. RamKumar*

Centre for Human Resource Development (CHRD) had organised a workshop on mentoring during one of the Regional Coordinator's (RC's) meeting on June 6, 2008. It was organised in three modules. More than 35 participants participated in this workshop from various states. Ms.M.Uma Rani designed the workshop. Mentoring experience in DHAN collective was anchored by Mr. V. Venkatesan. Mentoring mechanism in workplace was detailed by Mr. S. Ramkumar. It focused on building our knowledge on mentoring through sharing by three pairs of mentors and mentees. The three pairs who shared their personal experience in the mentoring process were

- Mrs. Raghini -
Mr. P. Krishnamurthy
- Mr. S. Singarayar –
Mr. R. Janakiraman
- Prof. C. R. Shanmugam –
Mr. M. Palanisamy

They focused their sharing on their experience and what they learnt in the mentoring process, and how they were able to transfer their knowledge to their younger colleagues in a natural way. There was intensive interaction and clarification from the participants on the experiences shared by the mentor and mentee. Then Mr. M. P. Vasimalai gave a summary of how an ideal mentor and mentee process could be and he suggested having good documents of minimum of five pairs mentor and mentee every month.



The second module was on mentoring in the work place. It was facilitated by Mr.S.Ramkumar. It focused on the process of mentoring in DHAN Foundation and how Dhanites in various levels are benefiting from mentoring. In this module, the participants were made into three sub groups to discuss the design for mentoring in DHAN Foundation, and roles of various stakeholders in the process; participants were also able to contextualize the mentoring process at various levels.

A mentor is the one who teaches, while a mentee is one who is willing to learn. A mentor has the passion, heart, and commitment to guide and help younger colleagues and develop them to be good mentor. To be a good mentor, one needs to know about the mentees very well. A mentor is deeply rooted in the organisation.

Mentoring is not “I give-You take”, but it is about effective communication and a skill to develop the mentee. If the mentees say that

they are following your experiences as a learning opportunity to them, then you have already mentored them without a formal process. It is the process of building mutual beneficial partnership for developing skills, insights, behaviour, culture, and commitment. Mentoring is more of a practice than a theory or a concept. It is the process of senior persons or experienced persons who are deeply rooted and committed to guide and develop younger colleagues.

The third module focused on theorizing the concepts of mentoring in DHAN's context. There were 10 pictures developed on the mentoring concept. Relevant pictures along with the explanations for the concepts were put in the form of a book and it was presented and given to the participants for discussion. All the modules were facilitated by CHRD with the help of panelist who gave the suggestions for further refinements. At the end of the workshop, planning process by involving mentoring in various places was discussed. ■

Highlights of Karaikudi Endogenous Tourism Project

Er. Karthick Gopal*

The project on endogenous tourism is part of a growing GOI-UNDP partnership to promote new and innovative approaches to build livelihood opportunities through community action. Its focus, within the Rural Tourism Programme of the Ministry of Tourism, is on the cultural, craft, and ecological dimensions of rural life as a means to create viable livelihood opportunities, especially for women and disadvantaged groups. DHAN Foundation, being the implementing agency of the rural tourism project in Karaikudi, has clearly defined its pathways for the success of community managed tourism.

Vision

Revival of Chettinad arts and culture, and restoration of heritage buildings for the cultural continuity through vibrant interaction with the present day diverse global communities.

Objective

Creating a community-managed heritage tourism model and the enterprises for providing livelihood for local communities by reviving and restoring the local arts, architecture, crafts, and heritage water bodies of Chettinad.

Tourism based Livelihood Interventions



1. Institution Building for Sustainable Tourism

DHAN Foundation in Karaikudi is working at grassroots by organising Craft community by forming activity groups and strengthening people organisation for women development. During the implementation of the project, 32 activity groups have been promoted with 368 artisans. One hundred and five women SHGs have been promoted, reaching 1,550 poor families. The institutions promoted by DHAN Foundation at the Endogenous Tourism Project (ETP) site-Karaikudi, with different arts and crafts is as follows:

The institutions promoted would constitute a federation of Kalanjiam SHGs, which would be linked with the

producer company, comprising of artisans. This model would involve multi stakeholders comprising Government officials, financial institutions, tourist guides, and the leading Chettiar community. This model would serve the purpose of each and every entity, in itself, keeping in mind that the model always ensures sustainability of the institutions, and carries the rich cultural heritage of Chettinad to the tourists, with their established ethics.

The representatives of each entity have been constituted as Chettinad Tourism Development Committee. This committee, would work for the development of the tourism, based on the need and would approach various agencies or departments to fulfill the

* Er. Karthick Gopal, Project Executive, DHAN Foundation, Kariakudi, Tamil Nadu.

Group Names	No. of Groups
1. Chettinad tourism development committee	22 members
2. Chettinad cuisine	1 group (40 members)
3. Wood carving	1 group (10 members)
4. Athangudi tile making	5 groups (52 members)
5. Kandanki weaving	16 groups (216 members)
6. Kottan making	4 groups (40 members)
7. Egg-plastering	1 group (10 members)
8. Tourism women SHG	105 groups (1550 members)
9. Stone carving	1 group (10 members)
10. Community Guides	6 members

requirements. The members of this committee are the elected representatives of the panchayats (their role will be discharging the duties, as per the requirements; approaching the government agencies, especially for infra-structure development); artisans (based on the tourist requirements, they would create different products, upgrade their skills); representatives from tourism department (They would consolidate the demands, based on the inputs, would draw plans, support the initiatives, by linking the circuits); home stay groups (based on the demand, would modify the packages, provide the tourists a memorable experience of Chettinad); guides (would work with ethics). DHAN Foundation (would facilitate the community, guide them and ensures whether everything is set right, until

everyone clearly understands who they are and what they should do).

2. Employment generation

Our primary objective is to tap the employment opportunities through tourism and benefit the local community. Keeping in mind that tourism is a source of livelihood, various skill building programmes have been organized in the trades that would be an employment provider in the tourism sector. At present, our initiatives have provided employment opportunities to the hospitality groups (with 40 beneficiaries). These women, though

involved in seasonal jobs, could clearly visualize the impact on poverty through tourism. These women are involved in activities such as producing snacks; preparing authentic Chettinad cuisine, demonstrating crafts, and welcoming guests. One of the most important tourism-related skills is guiding. DHAN Foundation has organized the guide training programme, benefiting six local youth. This would ensure them employment starting from this season.

3. Increase in Income through Market Linkages and Additional Skill Building

Through the skill-building programmes, women artisans were able to increase their income not only because of their new skills, but also because of the market linkage opportunities provided. One of the

primary producer groups in Chettinad cuisine made a turn over of Rs. 7500 in the preparation of Chettinad snacks. Another such group has made a turn over of Rs. 50,000. The tourist arrivals have provided a business opportunity to Chettinad cuisine groups for Rs. 8,500.

Our weaving community artisans have formed a Primary Producer Group (PPG), in which the turnover of their Kandangi products is Rs. 1,02,900 till date. These artisans achieved this through the tourist arrivals and due to their participation in various exhibitions organized in the state, Dilli Haat, PATA Exhibition, Hyderabad.

The market linkage opportunity offered to hand made Athangudi making artisans is for Rs. 36,000. One could visualize the benefit realization of all these artisans through their activities when the tourist visits their work.

To ensure that the community benefits through the tourist arrivals and the tourists are being charged for the services being rendered, the system of collecting entrance fee from the tourist has been set. To date, the weaving community, the Chettinad cuisine group, and the Athangudi tile makers have got Rs. 8,300 from the tourists for the craft demonstration and for helping the tourists to try these crafts in their hands.

4. Socio-economic Aspects of Local Population

Through the tourism project, DHAN Foundation has organized the unorganized artisan community. We have also focused on gender empowerment by promoting 105 Kalanjams reaching 1,550 poor



families. The total savings of the Kalanjiam community is Rs.19,87,602. The total loan outstanding is Rs.24,59,616. This access to the credit facilities and their habit of savings has increased their socioeconomic status.

To ensure sound health by way of safe drinking water, around 139 artisan families have been provided household bio sand filters.

Tourism literacy has been imparted to the community to make them aware of the benefits of tourism to their villages and to their lives. Awareness camps on AIDS/HIV have also been conducted.

5. Linkage with Travel Agent/ Tour Operators

D H A N Foundation has formed collaboration with Madurai travel club, an association of hoteliers. A model package tour has been organized so as to

send their guests to the project site. A tourism package has been developed and the pilot launching has been done to understand better, getting feedback from different sectors, and to evolve profitability.

6. System for Maintenance of Facilities for Tourist:

At present, there are certain facilities made available for the tourists such as **tourism marketing centers and tourism information centers**. These centers are owned by the community. The expenses and income of the community college for tourism and tourism marketing centre is maintained by the community. There is a transparent system of

accounting, maintained by the members. A **Tourism Village Knowledge Centre** has been established at the project site in collaboration with Indian Space Research Organisation (ISRO).

7. Publicity for Attracting Tourist:

Brochures depicting the tourist attractions have been prepared for distribution. Documentation of the project site and the art of making Athangudi tiles have been taken as promotional materials for marketing the products. Documents on the village shandey and antique shops have also been taken for attracting the tourists.

8. Launching of the Tourism Site

All efforts have been taken to equip the community to own the tourism site. As an indication of giving the total responsibility to the community, the launching of the site was done. It is more than a buyer-seller meet, where the Chettinad tourism Development committee, took the total responsibility of the organizing the events. This event has provided market linkages to various artisans.

9. Estimate of Direct Revenue Generation from our project

Revenue generation was done directly and indirectly. We could measure a few of the components such as the income through home stays, turnover of the arts and crafts, (both through purchase by tourists and through market linkages), entrance fee and donations given by the tourists, and vehicle usage. Through our experience, we have the data for revenue generation, directly. ■

Sl. No.	Particulars	Revenue generation (in Rs.)
1	Marketing of Kandanki sarees	1,71,900
2	Entrance fees	8,300
3	Donations of 130 Bio-sand filters (Safe Drinking water)	1,36,000
4	Chettinad cuisine turnover	66,000
5	Wood carving turnover	42,150
6	Athangudi tiles	2,36,000
7	Brass metal works	32,000
8	Home stays	10,32,000
9	Wages earned by local community by direct employment.	4,86,000
Total		22,10,350

Flood damages on the tank irrigation system

N. Venkatesan*

DHAN Foundation through its DHAN Vayalagam (Tank) Foundation has initiated the tank conservation works with the community participation and ownership in various places by mobilizing the farmers through its nested institution Vayalagam model is used to address the issues identified in the area. Over years we have not focused the flood issues in an isolated manner but integrated with the agenda of the community's initiative and management through its intervention. While promoting vayalagam institutions we observed in many villages that many tanks are getting breached frequently because of the

flooding situations. At the same time we learned from the community that the villagers had their own response and recovery system as traditional approach which has been practiced time immemorial and cost effective.

Lot of local communication systems also was existed in the villages through collective approach and management by the local leadership. They also knew how to manage the flood situations either on the temporary measures as response and or permanent measures using local material and knowledge. But all these expertise and system were getting eroded once these structures were

transferred to the state. Community lost its management system and the management of these structures is facing lot of challenges due to the encroachment, urbanization, conversion to other uses and pollution etc issues. In the other hand the variations in the climate and season also poses its implication on these structures as frequent flash floods and other damages and which intern leading to breaking the linkages among tanks as cascades and draining the flood water to the drainage rivers as waste and otherwise this water would have been stored in the tanks for long time usage.

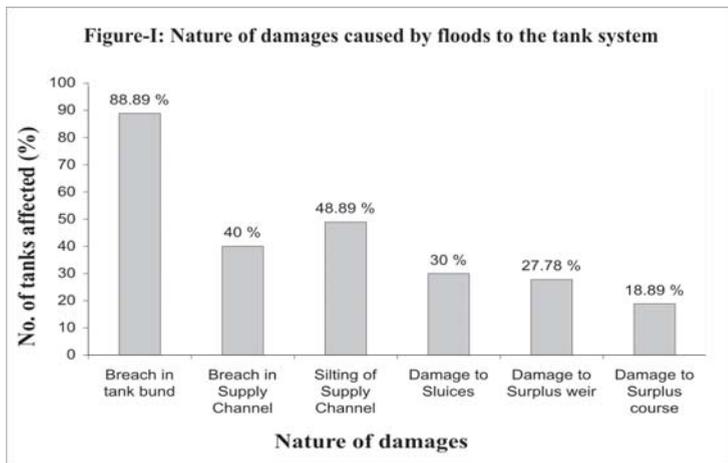
Nature of damages caused by the floods to the tank structural components

S. No.	Block	No. of tanks affected (sample) in the block	Nature of damages in tank systems					
			Breaches in Tank Bund	Breaches in Supply Channel	Silt Supply Channel	Damages to		
						Sluice structure	Surplus Weir	Surplus Course
1	Thiruvallangadu	8	8(100)	1(12.5)	3(37.5)	3(37.5)	4(50)	3(37.5)
2	Kottampatti	7	7(85.7)	4(57.14)	3(42.86)	4(57.14)	2(28.57)	1(14.29)
3	Thirumangalam	4	3(75)	2(50)	2(50)	3(75)	2(50)	—
4	T.Kallupatti	12	9(75)	4(33.33)	—	—	—	1(8.33)
5	Poondi	13	10(76.9)	4(30.77)	5(38.46)	2(15.38)	2(15.38)	2(15.38)
6	Melur	6	5(83.3)	2(33.33)	3(50)	2(33.33)	2(33.33)	1(16.67)
7	Singampunari	19	19(100)	5(26.32)	19(100)	—	—	—
8	Thirukalukundram	21	19(90.5)	14(66.67)	9(42.86)	13(61.9)	13(61.9)	9(42.86)
Total		90	80 (88.89)	86	(40)	44 (48.89)	27	(30)

(Figures are no. of tanks and those in parentheses indicate percentage to total)

*N. Venkatesan, Programme leader, Vayalagam (Tank) Foundation, Madurai, Tamil Nadu.

Out of 90 flood affected study tanks, 80 of them had breaches in their bunds. In all the tanks taken up for study in Thiruvallangadu and Singampunari Blocks, tank bunds have been breached. In addition to this, some tanks also experienced damages to their sluices (27 tanks) and surplus weirs (25 tanks); supply channels of 36 tanks have breached; surplus courses of 17 tanks and supply channels of 44 tanks were silted up heavily. The different kinds of damages caused by the fury of floods to the structural components of the study tanks are represented in Figure-I.



All the tanks are affected by damages to more than one of their structural components. It is needless to say that all the 90 study tanks should have been further silted up due to floods causing more reduction of their capacity. As per a rough cost estimate, more than Rs.200 lakh is needed to bring back all the affected tanks to their functional level (not to the original designed level),

Vulnerable locations and causes for breaches in the tank bund

Sl. No.	Block	No. of tanks in which bund breaches	No. of tanks						
			Location of breaches			Causes for breaches in tank bund			
			sluice	Surplus weir	Other	Hydraulic Force	Cutting the bund by		Putting wooden planks in Calingula weir
					Farmers	Encroachers			
1	Thiruvallangadu	8	4(50)	-	4(50)	7(87.5)	1(12.5)	1(12.5)	-
2	Kottampatti	7	4(57.14)	-	3(42.16)	6(75)	1(12.5)	-	-
3	Thirumangalam	3	2(50)	-	1(25)	3(100)	1(25)	-	1(25)
4	T. Kallupatti	9	2(16.67)	2(16.67)	5(41.66)	9(100)	1(7.69)	-	2(16.67)
5	Poondi	10	7(53.85)	2(15.38)	1(7.69)	6(48.15)	4(30.77)	2(15.38)	
6	Melur	5	2(33.33)	2(33.33)	1(16.67)	5(100)	-	-	-
7	Singampunari	19	9(47.37)	9(47.37)	1(5.26)	19(100)	-	-	
8	Thirukalukundram	19	8(38.10)	9(42.86)	2(9.52)	14(19.05)	3(14.29)	1(4.77)	1(4.77)
Total		80	38 (47.5)	24 (30.00)	18 (22.5)	69 (76.67)	11 (12.2)	4 (4.44)	4 (4.44)

(Figures in parentheses indicate percentage to total)

Rushing of stored water through the breaches in the tank bund causes damages to standing crops, productive farm land and dwelling houses. The nature and extent of such damages depend on the location of breaches in the bund. That is why in some tanks

the farmers pro-actively cut open the bund at the appropriate place (breach-section) with the objective of minimizing the damages. In some tanks, people cultivating the encroached land on the tank foreshore also cut open the bund to save their

standing crops without caring for the interest of the legitimate users of the tanks. In a few tanks, farmers have put wooden planks (instead of washable mud packing) in the calingula type weirs causing the breach of bund due to the tank storage topping over the

bund in vulnerable locations. Out of 90 study tanks, 80 of them had breach of bunds.

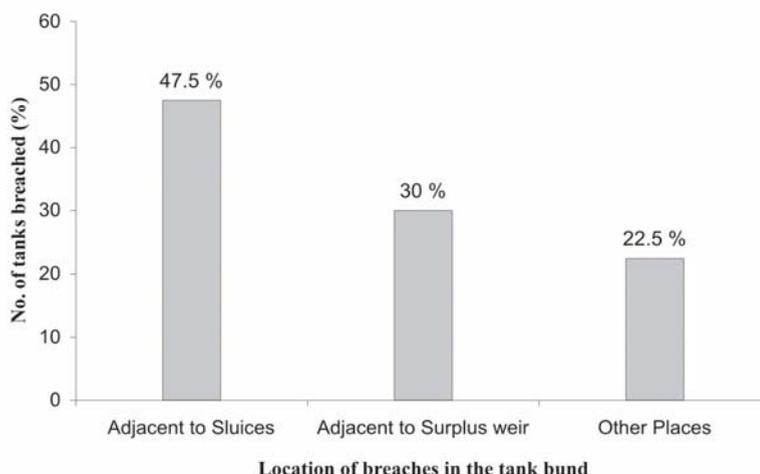
The location of breaches in the tank bund is also a significant factor influencing the extent of damages, and these details are presented in the Figure-II.

From the data furnished, it could be seen that 62 out of 80 breaches have occurred in the tank bund close to the masonry structures such as sluices and surplus weirs. The weak bonding between the masonry structure and the earth material used for tank bund formation gives way for the creeping of water under pressure leading to breach of bund. Any breach near the sluice naturally causes damage to more cropped area and makes the land

eroded or sand cast. Because of this reason, the inner slope of bund around the structures like sluices and the surplus weir are protected with stone revetment in addition to providing stop walls along the upstream two

thirds of the sluice barrel length to form further obstruction to creep. For small tanks, stop walls might not have been provided and hence they become more vulnerable for breach near the sluices, if the revetments are not packed properly.

Figure-II: Location of breaches in the tank bund

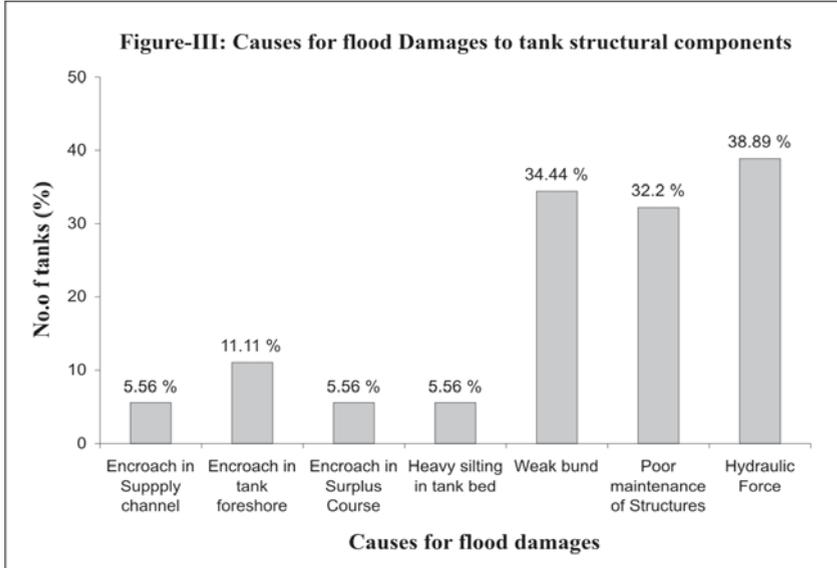


Causes for flood damages to the tank systems

Sl. No.	Block Name	No. of tanks affected (sample) in the block	No. of tanks						
			Encroachment in Supply Channel	Encroachment in Tank Foreshore	Encroachment in Surplus Course	Heavy silting in tank bed	Weak bund	Poor maintenance of structures	Hydraulic Force
1	Thiruvallangadu	8	—	1(12.5)	1(12.5)		4 (50)	5(62.5)	
2	Kottampatti	7		1 (14.29)			1 (14.29)	1(14.29)	7(100)
3	Thirumangalam	4					2 (50)		2(50)
4	T.kallupatti	12	1(8.33)			1 (8.33)	8(66.67)	2(16.67)	1(8.33)
5	Poondi	13		1 (7.69)	1(7.69)	2 (15.38)	3(23.1)	5(38.46)	1(7.69)
6	Melur	6					1(16.67)	1(16.67)	4(66.67)
7	Singampunari	19						10(52.63)	17(89.5)
8	Thirukalukundram	21	4 (19.05)	7 (33.33)	3 (14.29)	2 (9.52)	12(57.14)	5(23.81)	3(14.29)
Total		90	5 (5.56)	10 (11.11)	5 (5.56)	5 (5.56)	31 (34.44)	29 (32.22)	35 (38.89)

(Figures in parentheses indicate percentage to total)

Different causes attributed for the flood damages as perceived by the local people are given in Figure - III. Though there are multiple reasons for the damage, the major reason assigned by the people is enormous hydraulic force” created by the unprecedented heavy rains for long duration. This may be the misperception of people based on the general feeling, probably due to the horror with which they have directly seen the fury of floods. Had the tank systems been



maintained well with their designed capacity and bund of standard size, there would have been more flood moderation effect to minimize the damages, though not be able to avert the floods. The perception that “the weak bund in 31 (34.44%) tanks and the foreshore encroachments in 10 (11.11%) tanks caused the floods” shows that the people are concerned about the proper maintenance of the tank systems to their original standards.

From the details of crop and land damages furnished, it could be seen that standing crops have been fully damaged in 521.4 ha. and partially damaged in

1400 ha. Likewise 112 ha of farm land has been sand cast under 31 tanks, and 99 ha of productive land under 19 tanks have become eroded. Though the sand cast lands could be reclaimed at a reasonable cost depending upon the depth of sand deposit, cost of the reclamation of eroded land will be prohibitively high. Such extensive damages to crop and land have happened, because more breaches have occurred adjoining the sluices.

Table: Damages to standing crops and Agricultural lands

S. No.	Particulars	No. of tanks affected (sample) in the block	No. of tanks							
			Crop damages				Land damages			
			Fully		Partially		Sand cast		Land eroded	
			No. of tanks	Affected Area (ha)						
1	Thiruvallangadu	8	8	5	350	1	2.5	1	2.5	
2	Kottampatti	7	11.9	1	0.25	4	2	2	0.35	
3	Thirumangalam	4		-		1	2	-		
4	T. kallupatti	12		11	83.25	12	33	4	1.7	
5	Melur	13	5	2	0.25	4	4	3	27.5	
6	Poondi	6	50	5	292.5	4	40	4	30	
7	Singampunari	19		15	146.25	3	1	3	2	
8	Thirukalukundram	21	446.5	10	527.5	2	27.5	2	35	
Total		90	18	521.4	49	1400	31	112	19	99.05



House wife become an entrepreneur

Parvathamma lives in Thathayya gunta of Tirupati. She has been a member of Sri Vinayaka Sangam* since 1993. Before joining the Sangam, she was a housewife and her husband was the only earning member of the family. He was a porter in the town and would hire a bullock cart to transport goods. The income from the activity was not sufficient to meet even the basic needs of the family since half of the earnings would go for paying rent for the bullock cart. She got Rs. 2,000 as a first loan from the Sangam and used it to purchase a manual drawn four wheeler wooden cart for the purpose of undertaking fruit vending activity. She started supporting her husband in the activity and would go along with him for vending the fruits. After repaying the first loan she was eligible to borrow bigger loans like Rs.6,000 and 10,000 from the Sangam. She invested these amounts in the economic activity and was able to increase in family's income and improve its financial status. Since she found Vinayaka Chaturthi festival as a good opportunity to earn money, she ventured into sugarcane vending during the festival period and continues to do so. She got timely loans from Sangam for this purpose



and the new activity fetched good returns. Since this is a one-time per year activity in which she is able to sell sugarcane in bulk, she was able to repay the loan in a single instalment immediately after the festival. Over the years she and her husband gained expertise in fruit and vegetable vending. They decided to enter into the wholesale marketing of fruit and vegetables. For this she approached her Sangam to lend her Rs. 40,000. Considering her past record of prompt repayment performance the Sangam approved the loan. In 2002, she opened a fruit and vegetables wholesale shop in Tirupati. Both she and her husband look after the shop. Now their family gets regular income throughout the year.

She joined the Sangam as a member, and after considering her good performance, the members of the Sangam selected her as an office bearer of the Sangam. She is actively involved in the group-level activities as a leader and has now become a cluster-level leader. She really enjoys her role as a leader and interacts with the members of other Sangams to resolve group level as well as personal problems. With her own efforts she formed a saving and credit group for children in her area; her daughter is also one of the members. She has been able to perceive a lot of positive changes in herself since joining the Sangam. In fact she is now recognised and respected in her neighbourhood.

*Sangam – Self Help Group (SHG) promoted by Sri Padmavathy Mahila Abhyudaya Sangam (SPMS)

Building on Heritage of Water management



Wisely conserved, justly distributed

Before the advent of British rule, the local communities had the complete control over water bodies. The village organisations had well laid out rules and fixed responsibilities to manage water efficiently. They employed persons to operate sluices (Madaiyaans), distribution of water (Neerani, Neerkatti or Kanduvetti). There were village accountants, village watchmen (Kaval). All these persons and the village artisans were paid from the total produce of the village. **Inscriptions of sangam period contain wealth of information on water sharing, distribution, water rights and responsibilities – the key elements of water management.** DHAN Foundation's Vayalagam Tankfed Agriculture Development Programme works on reviving and strengthening such systems by encouraging Vayalagams to appoint Neerkattis for equitable water distribution.

Traditional system of water allocation and sharing was based on custom, belief, and the concept of equity, as they perceived. By appointing Neerkattis (water managers), they ensured smooth sharing of water and minimized conflicts.

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