

Dossier of CSR Project “Ecological Restoration and Socio-economic Empowerment of Rural Community for Sustainable Livelihood and Resource Management in Upril Raomoli of Pratapnagar Block, Tehri, through Kirori Mal college, Delhi University.

Sl. No.	Description	Details	Remarks
1	2	3	4
1	Name of the project	Ecological Restoration and Socio-economic Empowerment of Rural Community for Sustainable Livelihood and Resource Management in Upril Raomoli of Pratapnagar Block, Tehri, through Kirori Mal College, Delhi University.	Long Term project (2 nd Year of Phase-I)
2	project Code	SD/10/2011-12/KMC/Tehri	
3	Name of the implementing Unit and Unit Code	SEWA-THDC, CSR unit Tehri	
4	Name of implementing agency	Department of Geography, Kirori Mal College, University of Delhi (Name of Project Director- Dr. K.K. Sharma, Associate professor)	
5	Approx. completion Project Cost for 2 nd Year of Phase-I	Rs. 65.90 lacs	Yet to be finalized
6.	Date of Start	March, 2012	
7.	Date of Completion	November, 2013	
6	Location/area of operation of the Project	Eight villages of Pratap Nagar block, Tehri.	
7	Activity covered in the project and activity code	Income Generation (IG)	
8	Targeted Group	Project affected people (PAPs) of Tehri District	
9	Number of people benefited from the project	Peoples of 08 villages of Pratap Nagar block, Tehri.	
10	Quantification of benefits accrued from the project, as derived from the Impact Assessment Report/evaluation report by independent agency	The project is evaluated by National CSR Hub, TISS and benefits accrued are discussed below. However, final report from TISS is awaited.	

11	Documentary proof like Photo/video/news items etc	Photographs, success stories etc of the project are also enclosed.	
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Project at a glance:

The project is taken up through Department of Geography, Kirori Mal College, University of Delhi. The basic idea of the project is to develop a Research Centre for activities on Ecological restoration and socio-economic empowerment of rural community for sustainable livelihood at Deen gaon, Upri Ramoli, Pratapnagar, Tehri Garhwal. In first phase eight villages namely Ghandiyal goan, Hiral goan, Deen goan, Burkot goan, Chenyali Sera goan, Baidogi goan, Molya goan and Onal goan are identified under this programme due to their extreme and harsh social, economic and ecological conditions and villagers are struggling for their livelihood and daily sustenance and survivability.

For better implementation and for achieving the targeted goals focused group discussions & general meetings were held. A detailed Questioner was prepared and a detailed baseline survey of the area was conducted to study major socioeconomic and Bio-physical constraints to sustainable livelihood. The following information was collected. Socioeconomic status of the farmers and landless people (household and demographic characteristics, land ownership, Time spent in activities, social ills, resource use, agriculture and allied activities, land use, livestock and other assets), crop production, cropping patterns, yields, markets and livelihood opportunities, livestock, horticulture production, primary and secondary products, medicinal plants, handicraft and handloom, financial and agricultural societies, infrastructure facilities-medical, transport, electricity, government schemes, employment preferences, etc.

Project at a glance:

- Ecological restoration and socioeconomic empowerment of rural community for sustainable livelihood at Deen gaon, Upri Ramoli, Pratapnagar, Tehri Garhwal through Kirorimal college, Delhi University, Delhi.
- This is a long term programme having two phases of 05 years.
- All scientific studies are conducted and then put to carry out livelihood programme for peoples of the area.
- Local people are mobilized to adopt scientific agriculture practice to income generation.
- Computer training is proposed to all who want to learn the programme.
- All activities/ programmes are discussed with villagers.

Aims and Objective:

- Establishing Research & development centre at Deengoan to carry out CSR activities of SEWA-THDC.
- This Centre will work as Nodal Centre for Pratap Nagar Block. In the initial stage it will cover 8 (Eight) villages of the Naugura Gad. Then it will cover around 20 other surrounding villages.
- The centre will carry out activities of ecological and socio-economic empowerment.
- The Research and Development centre will coordinate all development activities undertaken by SEWA-THDC in Pratap Nagar Block.
- The centre would carry out awareness camps, training programmes, awarding progressive farmers etc from time to time.
- The Infrastructure created would help/strengthen the local communities/Panchyati Raj Institution through e-governance.
- It is proposed that Centre would provide scientific input to the farmers in agriculture/horticulture activities to increase production to increase income.
- The Centre will carry out activities related to Women and Child health and hygiene.
- The centre would prepare the training programme for empowering youth-male and female through various primary activities for job/business.
- Centre would provide suggestive measures in livestock management for milk production, fodder development to raise production/income.
- Centre would develop Progeny-cum-Demonstration-Farms related to Horticulture (Fruits), Food Crops, Herbs, Medicinal Plants, Ginger, off -season vegetables etc as educative centers for other farmer to adopt such techniques.
- Centre would explore mechanism for market channels for quick disposal of produce.
- Centre would keep evaluating the activities for empowerment from time to time with the help of experts and local communities.
- Centre would promote improved method of cooking, clean drinking water, soil management.
- The centre would try to check the penance of social evils in the society.
- The centre would promote Eco-tourism and Village Tourism.
- Ecological Restoration Programme would develop strategies on Water Management, Forest Development, Wasteland Management, Water Harvesting, Fodder Development, Slope Management, Stream Ecology.

Implementation of the Project:

Following activities have been taken up during year 2012-13

1. Education

(a) Promotion of sports in school

The activity was taken up to promote sports & games in the project affected villages. Planning of the activity is done and related material is also purchased. A cricket tournament was also organized including eight teams from different schools. Youngsters and school children of the area shall be benefited through this activity.



Cricket tournament

(b) Debate and Essay competition

To harness the potential of students, debate and essay competition was organized in the Rashtriya Inter College, Mukhem and Rashtriya Inter College Deengoan. Around 85 students from 12 villages participated in the competition.



Essay competition in school

(c) Computer Training

Computer related training ie; MS Word, Excel, photoshop, Paint, power Point, Typing etc was given to the students of the villages. Around 65 Boys & 15 Girls were benefited through this training.

2. Health

(a) Cleanliness Programme related to Health & Hygiene

The cleanliness programme related to Health & Hygiene was taken up in the villages of Nagud Gad. Around 550 families of 06 villages are benefited through this programme. Awareness was given to the villagers pertaining to the hygiene practices related to the administration of medicine, and medical care, that prevents or minimizes disease and the spreading of disease. People are motivated via prize distribution whose houses are cleaner in the community.



Spreading awareness on Cleanliness, Health & Hygiene

(b) Water conservation & Management Programme

Under this programme around 300 water recharge pits were excavated to enhance the ground water level. The activity was taken up in Mollya and Onal goan in Pratapnagar area of Tehri District. These Recharge Pits are able to recharge the Natural springs of the treated areas and ultimately villagers shall be able to manage their ground water resources through rain water harvesting. The activity is taken up in last one year hence, results require technical check which is planned in future.



Water recharge pits at Mohlya & Onalgaon

3. Awareness Programme/ Community Empowerment

Awareness generation camps were organized at Deengoan & at Mollyagoan. Around 800 villagers are benefited through this activity. Counselling sessions were also organized to address the issues and problems of deprived rural population like children, women and vulnerable groups. Kissan Goshties were conducted to give the farmers latest updates and help them having increased produce. Meetings with farmers were conducted regarding needs to change agriculture and land use patterns to improve income and livelihood. Awareness was also given on Legal issues.



Awareness programme in Mohlya & Deengaon

(a) Kissan Goshti

Kissan Goshties were conducted to give the farmers latest updates and help them having increased produce, needs to change agriculture and land use patterns to improve income and livelihood. Experts ie; Sh. Sachidanand Bharati ji, Dr. Anil Joshi, Sh. Jagat Singh Jangali etc were called to share their experiences in the related field.



Expert Interaction with farmers

(d) Horticulture training

Interaction sessions were conducted through expert, Dr. Anil Joshi to give villagers latest trends in the area so that they are benefited and help them increase their produce and income. Around 5000 fruit plants like Orange, Keenu. Mango etc were also distributed in the project affected villages.



Horticultural Experts Interaction



Disribution of Fruits plants

(4) Agriculture Development

(a) Vegetable farming

This activity was taken up by promoting kitchen gardening so that villagers can meet out their own daily needs plus owners with handsome land can take up the activity commercially. The activity was taken up by development of nurseries and distribution of plants to the needy farmers. Technical know how was also given.



Vegetable Nursery

(b) Distribution of High Yield Seeds, Haldi & Ginger etc

High yield seeds were also distributed to the villagers (around 550 farmers) as per their needs so that they are benefited by increased produce and income. Haldi & Ginger were also distributed to 120 & 50 farmers respectively.



Distribution of seeds

(c) Demonstration Farm

This activity is initiated for demonstration of Farms related to Horticulture (Fruits), Food Crops, Herbs, Medicinal Plants, Ginger, off -season vegetables etc to introduce innovative method of farming and change cropping pattern according to local situation, to educate the people with modern techniques and to motivate other farmers to adopt such techniques. This type of demonstration helps the farmers to have good produce and enhanced their income.



Vegetable field & napier grass

(d) Beej Bachao Andolan

The activity was initiated for conservation of traditional knowledge systems, and how we need to learn from these systems to ensure our long-term development. Under the activity various seeds of local produce are preserved for sustainable livelihood. Basic idea is to revive our local agriculture systems for livelihood development of small farmers and, more importantly, to ensure the continued relevance of women farmers in an otherwise rapidly urbanizing society.

5. Collection Centre

Collection centre is also developed so that small farmers can collect their produce in small portions at a specific location and the produce so collected in big amount can be sold in the market through linkage. The small farmers are benefited through this as they do not have to explore the market individually thereby saving their time & money.



Hand grinding masala & Juice

(6) Fodder Development

The nutritive value of feed and fodder has a significant bearing on productivity of livestock. Due to increasing pressure on land for growing food grains, oil seeds and pulses adequate attention has not been given to the production of fodder crops. Further, on account of diversified use of agriculture residues, the gap between the demand and supply of fodder is increasing. Hence, the activity was taken up in the area and demonstration farm was developed. With the increased availability of nutritious fodder, the adoption of better preservation and feeding practices, and breed improvement, the average milk yield of cattle is also expected to increase.



Napier grass development

(7) Rural Tourism

Rural tourism focuses on actively participating in a rural lifestyle. It can be a variant of ecotourism. It involves travel to natural destinations, Minimizes impact, Builds environmental awareness, Provides direct financial benefits for conservation,

Provides financial benefits and empowerment for local people, Respects local culture, conservation of biological diversity and cultural diversity through ecosystem protection, promotion of sustainable use of biodiversity, by providing jobs to local populations, minimization of tourism's own environmental impact, affordability and lack of waste in the form of luxury, local culture, flora and fauna being the main attractions. Hence, the activity is taken up to promote rural tourism in the area.



Eco hut under renovation

(8) Development of Fisheries

Keeping in view the potential in fisheries and aquaculture, which can contribute considerably to improve the livelihoods of the villagers and also empowering women the said activity was initiated in the area. Construction of tanks are in progress and thereafter seed shall be distributed. The activity will also enhance their regular income.



Construction of Fishry tanks

(9) Development of poultry

The main objective of Poultry development is to increase egg/meat production by meeting financial requirement of the villagers who are willing to undertake poultry as a subsidiary or main occupation. Hence, one SHG has been formed at village Mollya and Poultry unit is being established as demonstration Unit on revolving basis.

(10) Advertisement/ Publicity

Under this activity awareness was spread through various slogans/ advertisements related to Ecological Restoration and Socio-economic Empowerment of Rural Community for Sustainable Livelihood and Resource Management in the affected villages so that people are motivated.



Slogan for awareness

(11) Economic Empowerment

(a) Gharat Development/ Updation

The traditional water mills in the affected area have low output with primarily use of grinding. The up- gradation and improvement of these water mills is an effective and sustainable way of meeting the energy needs of a major section of the hilly people. It has been observed that grinding capacity of these Gharats is very poor because of very poor efficiency of existing system. Hence, updation of 05 gharats was done during the year. Around 3000 households shall be benefited.



Up-dated Gharat in Naugura gad

(c) Cutting & Tailoring Centre

Cutting & Tailoring centre is also established in the area for skill development and value addition to women and for development of Entrepreneurship. Approximately 85 beneficiaries were benefited at centre.

(12) Social Forestry

(a) Establishment of Nursery

To help the people in the project affected area this activity was taken up in village Mollya. One medium size nursery is being developed and work is in progress. An SHG has been formed and is helped with technical knowhow and seeds. The nursery plants shall be distributed to the villagers which will save the grower time. By using/ planting the started plants, the grower need not wait for seeds to germinate or face the possible failure of seed germination thereby saving the cost & time.

(b) Tree Plantation

Trees are very important to our environment. It purifies air and also provides fruits, woods for human beings. But the ever-increasing population is destroying the existing forest cover, which in turn will lead to the destruction of humankind itself. Keeping in view the importance the said activity was taken up in villages Deengoan, Ghildiyal goan and Baldogi goan of Pratapnagar area. Around 11500 plants were distributed and planted during the year. In addition to this around 5700 fruit plants were also distributed.



Plantation work in progress

(13) Training Programme

To make the village community self sustained, empowering the women community and youngsters, giving them opportunity to enhance their skills thereby increasing the means of earning and to avoid migration from the area various training programmes are planned. These can be Carpentry, Tailoring, Mason, Electrician, Welder etc. During the year a training programme on Tailoring & Sticking was organized. Around 100 people have been benefited.

(14) Field/ Exposure visits to the Farmers

For increased morale among villagers, motivation, increased efficiencies in processes, resulting in financial gain, increased capacity to adopt new technologies and methods, increased innovation in strategies and products and Risk management the activity of Exposure visits is taken up in the area. This includes visit to Ranichauri Agriculture University, HNB University and Food Processing Dpt.



Exposure visit to farmers

(15) Agriculture Equipment

Various agriculture equipments ie; Favara, Gainti, Belcha, Kudal, Daranti, Sabbal etc have been purchased under this activity. Poor farmers of the area are benefited and these equipments are issued to them on demand.

(16) Promotion of Culture

The activity has been taken up to motivate the local people to care for and maintain their heritage and cultural practices. Villagers have been involved in the activity so that their culture & heritage is protected for future generations. A cultural group has been formed in the area and functions are performed from time to time.



Cultural group in Awareness programme

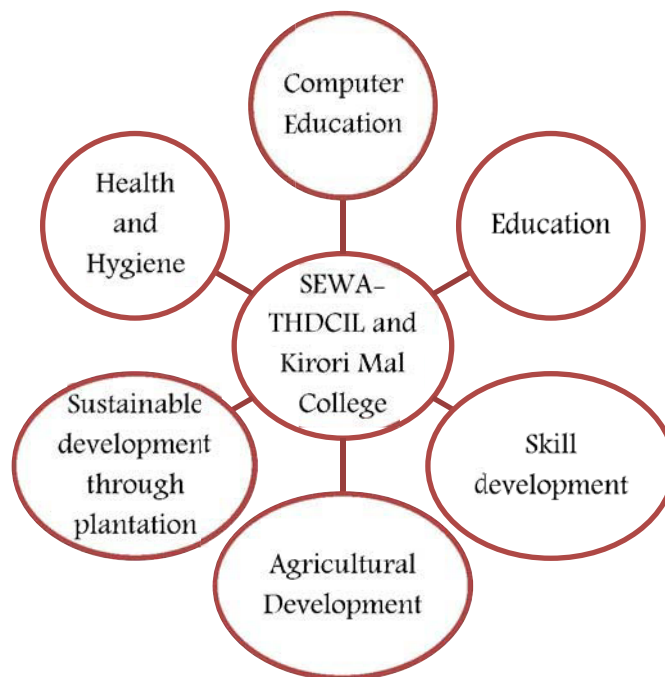
Quantification of benefit accrued from the project, as derived from the Impact Assessment Report/evaluation report by independent agency(TISS)

It is a practical management strategy that would restore ecological processes to maintain ecosystem composition, structure and function. The programme initially covers 08 villages in Upali Ramoli Patti of Block Pratapnagar of District Tehri Garhwal. The programme is being run through a well established center at Deen Gaon with adequate staff for the day to day interaction with rural communities. Scientists, social workers, environmentalists, agriculturists, professional, policy makers etc. are roped in to strengthen the programme.

Some of the activities undertaken are as follows:

- Local communities are mobilized to adopt scientific agriculture practices to raise their income.
- Supporting non agricultural activities through SHGs approach added for generating extra income.
- Women and child health is taken care through organizing health camps.
- Computer education is imparted to all those who want to learn.
- Girls are given stitching for economic empowerment.
- Eco tourism is being promoted and people are motivated to make this as another avenue for economic benefits.

More than 70 major and minor programmes have been identified for the next 5 years for the society. All the programmes are discussed with the stakeholders and then put to practice.



Through the holistic approach of development the aim is to bring about a large social and economic change in Deen Gaon through all the above initiatives.

THDCIL has proven to be an excellent example in terms of branding and maintaining relationship with the beneficiaries. Branding is very essential to have a stronghold and have a presence in the public domain. In all the projects that were assessed most of the beneficiaries were aware about THDCIL implementing the projects along with the Implementing agency. The THDCIL official had their presence in all the locations and it was heartening to see that regular site visits were done. This was also proven by the relationship that THDCIL and implementing agency shared with the beneficiaries. There are boards put up in the project selected sites and the officials have a strong connection.

This model should be replicated in the future and efforts should be made to maintain it. Also, new innovative ideas of branding can be thought about. Having logos put up on sites and materials with THDCIL Logo on it can be distributed to create a more visible branding.

Therefore, it can be seen that THDCIL has made a significant effort in executing its CSR and the concept understanding is also an integrated outlook at holistic and sustainable development. THDCIL has actively involved its staff right from the top management and the effect has trickled down to the other employees too.

The interventions undertaken by THDCIL have the objectives, vision and mission in place and the projects are implemented effectively. Also, involving Academic institutions for implementing projects is a great step towards having well researched and thought about projects. Experts are involved in each project which has given a new meaning to projects undertaken. It is hoped that the initiative undertaken by THDCIL continues to make a difference in the lives of people.