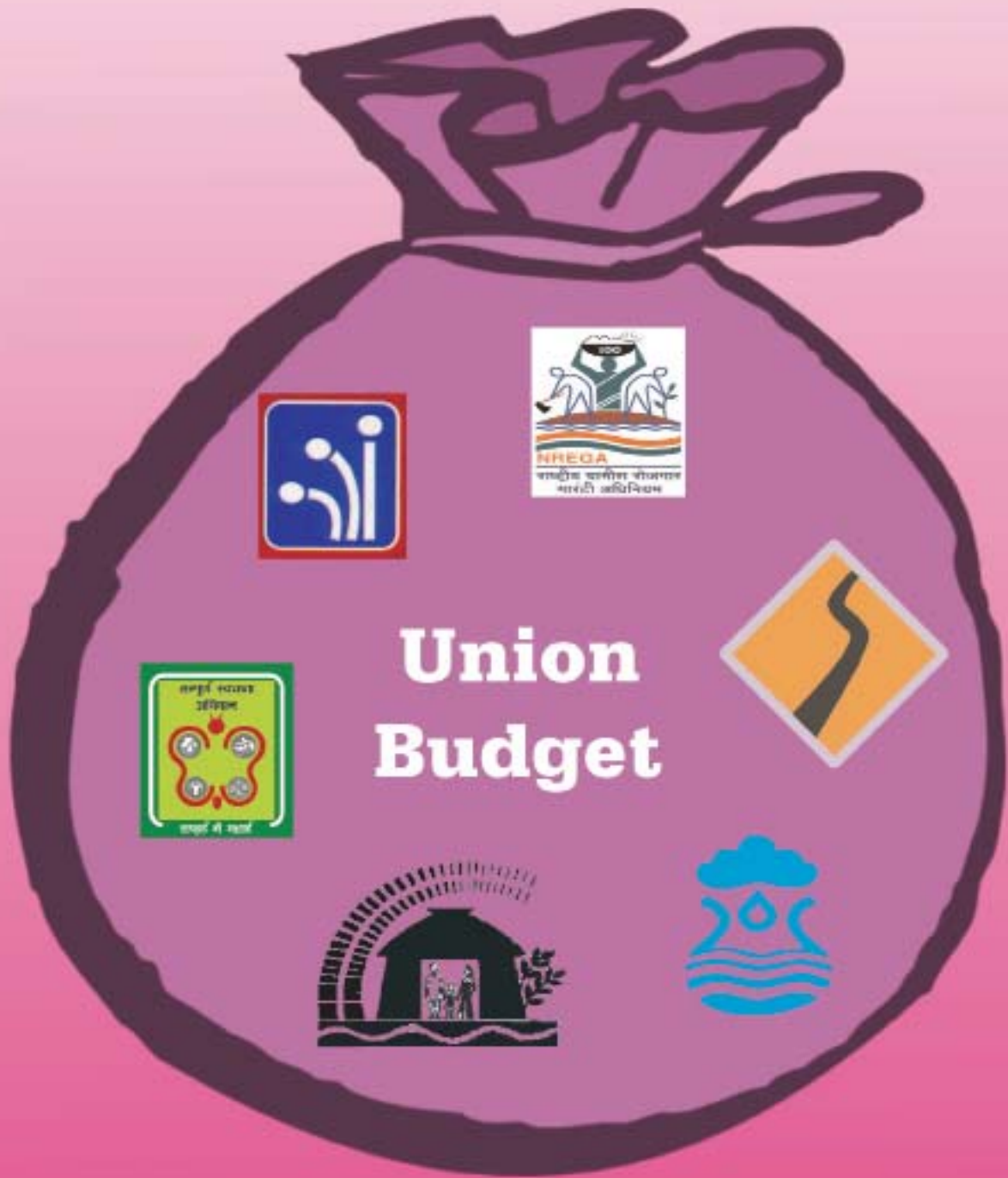


Vol. 8 Issue 62 : August 2009

Grameen Bharat



A monthly Newsletter of the Ministry of Rural Development



Union Budget 2009-10: Reaching out to the 'Aam Aadmi'
through various Rural Development Programmes

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From the Editor's Desk...

Towards Convergence: A new Approach for Rural Development

There has been a concerted effort recently to converge and integrate government schemes and programmes for development of our rural areas to achieve optimum results and better utilization of funds. Segmented and disparate approaches, adopted by the various servicing departments and ministries, could not result in an overlap. Effective rural development presupposes a holistic approach involving simultaneous progress in different domains viz., economic, social and service. Since the approach of development agencies functioning as single purpose delivery systems have not yielded the desired result, the government has been mulling over a convergence between different developmental schemes at the ground level. This Ministry had also embarked on limited convergence for schemes like Indira Awaas Yojana (IAY) and Swarnajayanti Gram Swarozgar Yojana (SGSY) earlier with ongoing efforts by other ministries and departments. In case of IAY, convergence was done with Rajiv Gandhi Grameen Vidyutikaran Yojana (RGGVY), Total Sanitation Campaign (TSC), Janashree and Aam Aadmi Bima Yojana and the Differential Rate of Interest schemes (DRI) of the banks. Similarly, in case of SGSY, convergence has been attempted with the WCD Ministry, KVIC and Handloom Boards, etc. These attempts have augmented the potential of the schemes manifold. It is against this backdrop that the recent decision to converge the flagship National Rural Employment Guarantee Act (NREGA) with other social sector programmes from agriculture, environment and water resources ministries to pool in financial and human resources, aiming at greater impact and expansion of outreach needs to be viewed. In the first stage, a total of 115 pilot districts across 22 states have been identified for such convergence efforts. Convergence would bring in synergy between various government programmes in terms of their planning, process and implementation. As NREGA focuses on mostly taking up water conservation works including digging of ponds, renovation of traditional water bodies which are similar to the activities of Ministry of Water Resources and Department of Land Resources under the Ministry of Rural Development, convergence between NREGA and other watershed development programmes will optimise the sustainability of assets created under the programme and help in expanding outreach. Around 8% of NREGA works also relate to drought proofing, it could supplement the works taken up by the Ministry of Environment and Forests under the afforestation as envisaged in the National Forest Policy, 1988; which cannot be accomplished by the Environment Ministry alone due to the enormity of the task. An MOU has been signed between the Ministry of Rural Development and Indian Council of Agricultural Research (ICAR) for ensuring proper planning of NREGA works. According to the MOU, appropriate technology solutions have been mapped by ICAR to provide a rational database for preparing NREGA plans and its technical norms and designs, so that the choice of works is guided not just by the expediency of immediate employment provisioning but also by the logic of sustainable natural resource development. NREGA had provided employment opportunities to nearly 5 crore households in the last financial year. During the current year the budget announced an allocation of Rs.39,100 crore for NREGA which marks an increase of 144% over 2008-09 Budget Estimates. The new attempt at integrating NREGA with allied and similar schemes would help in maximisation of outcome through a concerted and coordinated application of efforts and resources. Other programmes shall also be soon brought within the ambit of convergence for speedier and more efficient development of rural India.

Nilam Sawhney

Editor-in-Chief

The Minister's Viewpoint

Ministry of Rural Development in the Central Budget 2009-10

Around 73% of the population of India lives in the rural areas. The proportion of the poor population of the country living in the rural areas is also very high. This twin evidence epitomizes the felt needs of rural development. Measures to improve the living standards and quality of life of the rural population in general and that of the rural poor in particular has been discussed and debated at great length. The development strategy in the initial years after independence emphasised growth in per capita income. By mid-1970s, it was realized that the impact of economic growth is not being felt in the rural areas, particularly on the rural poor. The increase in income that took place as a result of economic growth, bypassed the poor. This necessitated an alternative strategy for rural development in the form of direct State intervention in the rural development process, a conscious decision taken by Smt. Gandhi in the early 1980s. This decision placed the Ministry of Rural Development at the centre stage of rural development and poverty alleviation. The basic tenet of the rural development strategy today is founded on this principle. The intervention initially took the shape of two kinds of measures, with a third one added subsequently. First, certain measures were employed to raise the income of the rural population particularly of the poor, which would be in addition to the income generated from the general growth process. The wage Ministry of

Rural Development in the Central Budget 2009-10 employment programme and self-employment asset generation programme, formulated by the Ministry of Rural Development fall in this category. The wage employment programmes cater to the needs of the rural population who have nothing but their raw/ unskilled labour to sell. The asset generation programme is meant for those with some levels of skill. The assets are expected to generate a flow of regular income. Second, a set of measures were initiated as an enabling condition for development and growth in the rural areas. Development of rural infrastructure, particularly construction of modern roads in the rural areas acted as such enabling conditions by meeting the exigencies of forward and backward linkages. A third set of measures were also initiated but much later, perhaps owing to the compelling financial constraints. These relate to the social welfare schemes for the target group of population in the rural areas. The wage employment programmes have been the subject matter of much experimentation, since its inception in 1980. It has taken almost a quarter of a century to have finally settled on a universal wage employment programme through the National Rural Employment Guarantee Act (NREGA). It provides a legal guarantee of 100 days of wage employment in a financial year to every rural household whose adult members volunteer to do unskilled manual work. Number of days of



employment availed by a household depends on the number of days of employment demanded by the household, making it a demand based work. Hence we do not set any targets for NREGA. The asset generation programme is known as Swarnajanti Gram Swarozgar Yojana (SGSY). The SGSY has been conceived as a holistic programme covering all aspects of self employment like organization of rural poor into Self-Help Groups (SHGs) and their capacity building, training, planning of activity clusters, infrastructure development, financial assistance through bank credit and subsidy, marketing support, etc. Gaining from the experience of SGSY, we are now planning to strengthen such programmes into a National Rural Livelihood Mission (NRLM). The aim is to make it universal in application, focused in approach and time bound poverty reduction. The development objectives of the Government are implemented through the Five Year Plans. The Five Year Plans are implemented through the Annual Plans, which in turn, are implemented through the Central Budgets. This renders the role of Union Budget, particularly the allocation mechanism built into it, a major instrument in the realization of the aims and objectives articulated in the Five Year Plans. In the Union Budget 2009-10, the importance attached to the rural development programmes adequately

The Minister's Viewpoint

reflects the government's intention for a momentous change in the manner in which rural business is transacted. The interim and the final Budget for the financial year 2009-10 was presented four months apart. But these four months made a substantial difference in the perception of the government in setting its goals and translating them into tangible action plans. The results of the Lok Sabha elections which propelled the UPA government to power made all the difference. The total Plan expenditure of the Central Government was increased by Rs. 40,000 crores, from the interim budget to the final budget. Of this increase, Rs. 14,700 crores was diverted to the Ministry of Rural Development alone. This means 36.75% of the increase in the allocation under plan expenditure between the interim and the final budget flowed to the Ministry of Rural Development. The Ministry's Budget in 2009-10 stands at Rs. 80,770 crores, which is an all time high. This is not the last word because being a demand driven project, any amount of money needed to meet the employment demand for NREGA would be provided and that could well make the allocation higher. Herein lies the thrust of the Central Budget 2009-10. The policy of growth with re-distribution and the consequent importance attached to the rural income generation has taken firm root in the country's development strategy. This is amply reflected from the increase in the share of the Ministry of Rural Development in the total Plan expenditure of the Central Government from 10.7% in 2000-01 to 22.8% in 2009-10. In terms of absolutes, the allocation for the Ministry of Rural Development increased from Rs. 8868

crores in 2000-01 to Rs. 80,770 crores in 2009-10 (BE), an increase of more than nine times during this eight year period. The Ministry of Rural Development is in charge of implementation of four flagship programmes, of which the NREGA is the major one. The other flagship programmes being administered by the Ministry are: Indira Awaas Yojana (IAY), Pradhan Mantri Gram Sadak Yojana (PMGSY), Accelerated Rural Water Supply Programme (ARWSP) since renamed as National Rural Drinking Water Project (NRDWP). Keeping in view the achievements of NREGA by bringing in four and a half crore households under the ambit of its employment generation effort, the allocation for NREGA has been raised to Rs. 39,100 crores in 2009-10, marking an increase of 144% over the budget estimate of 2008-09. The allocation for the asset generation programme SGSY is Rs. 2300 crores in 2009-10, representing an increase of 9% over the budget estimate of 2008-09. Besides the two major asset generation and employment generation programmes, the Ministry is implementing programmes for the development of rural infrastructure. Bharat Nirman Programme conceived as a business plan for action in the development of rural infrastructure is the leading flagship programme of Government of India. Bharat Nirman comprises six components, namely Irrigation, Rural Housing, Rural Roads, Rural Drinking Water Supply, Rural Electrification and Telephone Connectivity. Three of the six components namely, Rural Housing, Rural Roads and Rural Drinking Water Supply are being implemented by the

Ministry of Rural Development. Rural housing under Bharat Nirman is implemented through the Indira Awaas Yojana (IAY). It is one area where the target of Bharat Nirman has been met. The Central Budget 2009-10 has allocated Rs. 8,800 crores for IAY. This is 63% more than the budget estimate of 2008-09. The construction of rural roads under Bharat Nirman is being implemented through the Pradhan Mantri Gram Sadak Yojana (PMGSY). The allocation under PMGSY in the Central Budget 2009-10 is Rs. 18,500 crores. The provision of drinking water in the rural areas which was being implemented through the Accelerated Rural Water Supply Programme (ARWSP) has now been renamed as National Rural Drinking Water Project (NRDWP) for which the allocation is Rs. 7,300 crores in 2009-10. The other programmes implemented by the Ministry of Rural Development are Total Sanitation Campaign (TSC), which aims at development of rural sanitation infrastructure and their use. The allocation for TSC is Rs. 1200 crores in 2009-10. Integrated Watershed Management Programme (IWMP) and National Programme for Comprehensive Land Resource Management (NPCLRM) are implemented for area development for which adequate resources have been allocated in the central budget. India has one of the most active rural development policies, which has been successful in realizing high income in the countryside and bringing down the proportion and number of people living below the poverty line. The Union Budget 2009-10 through the above allocations has established a mechanism that effectively ensures a sustained increase in rural income.

Union Budget 2009-10: Reaching out to the 'Aam Aadmi' through various Rural Development Programmes

The Union Budget is not only a statement of receipts and expenditure of the Government but it also reflects the intention of the Government in the sphere of economic and social development of the country. In this context **Dr. N.K.Sahu, Director (Monitoring)** explains the impact of the Union Budget on the Ministry of Rural Development

Union Finance Minister, Shri Pranab Mukherjee, presented the Union Budget for the year 2009-10 in the Lok Sabha on 6th July 2009. While the financial figures throw light on the quantum of financial resource allocation under Plan and Non-Plan Head for various Ministries/Departments and their programmes/schemes, they also show various types of receipts (tax and non-tax etc.). In addition, the Budget Speech highlights the policy measures to be taken up by the Government.

Emphasis on Rural Development in the Budget

The importance of Rural Development programmes that provide wage and self employment and create rural infrastructure and basic amenities got the highest priority in the Plan Allocation in the 2009-10 Budget. In the year 2009-10, out of total Plan Allocation, the Ministry of Rural Development was allotted Rs.74,270 crore. It amounts to 22.84 % of total Plan Allocation and ranked first amongst all the Ministries; the Ministry of Finance, Human Resource Development being ranked 2nd and 3rd respectively. When we add Non Plan Allocation also, the Ministry of Rural Development is ranked the 3rd (7.28% of total),

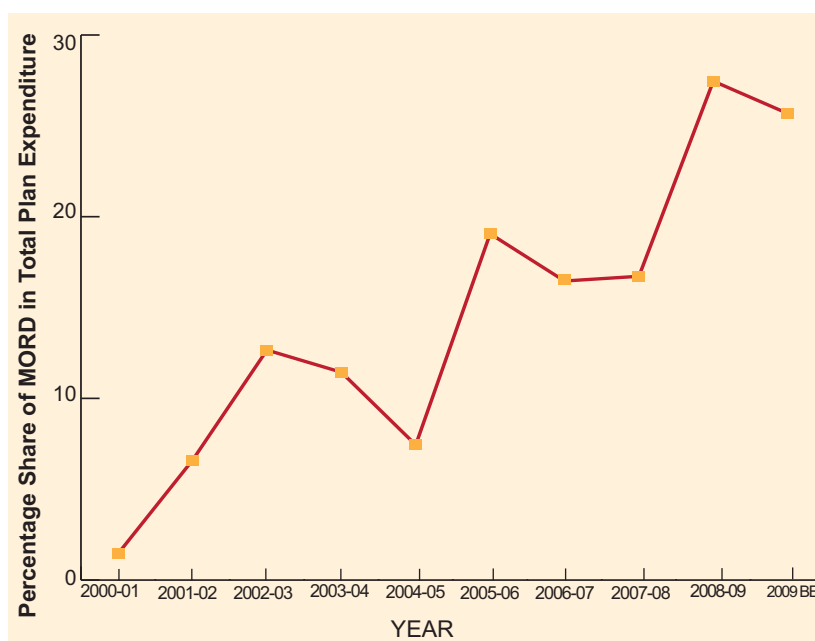


Chart. 1

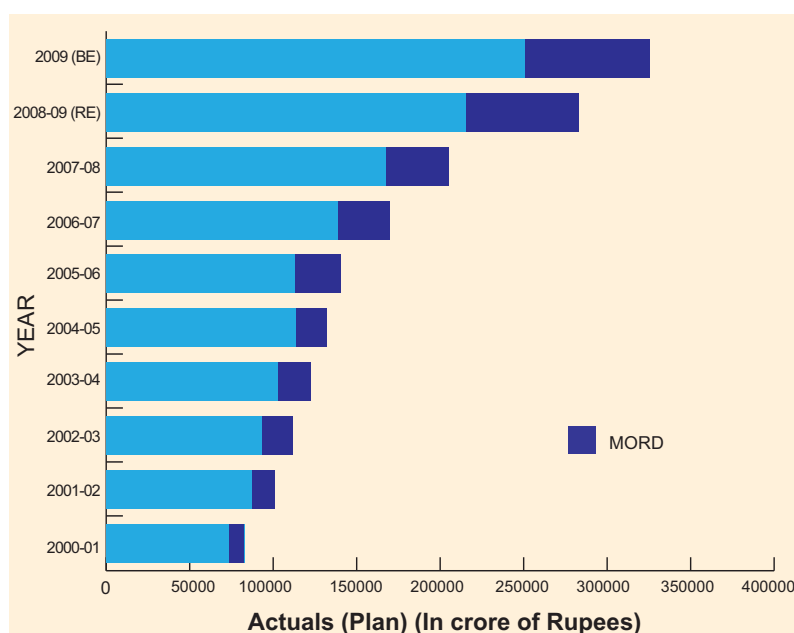


Chart. 2

behind Ministry of Finance (38.16%) and Ministry of Defence (16.32%).

There has been continuous improvement in the share of Ministry of Rural Development in the plan allocation of the Government (Chart.1)

Sustained and higher allocation of financial resources to Ministry of Rural Development is reflected in Chart. 2.

There has been an increase in the Plan allocation for various activities of the Ministry of Rural Development. A comparison between 2008-09 and 2009-10 is given in Chart.3 and Table 1 on next page.

Impact of the Budget on Rural Development Programmes

The Union Finance Minister in his Budget Speech highlighted the achievements with regard to the flagship programmes of Ministry of Rural Development like the National Rural Employment Guarantee Scheme (NREGS) and spelled out the commitment to “providing a real wage of Rs.100 a day as an entitlement under NREGA”. The schemes of Pradhan Mantri Gram Sadak Yojana (PMGSY) and Indira Awaas Yojana (IAY) under the Bharat Nirman strategy of the Government were also lauded.

He also highlighted the role played by the Swarnjayanti Gram Swarozgar Yojana (SGSY) that empowers the weaker sections through self employment opportunities. He said, “The Swarna Jayanti Gram Swarozgar Yojana (SGSY) is being restructured as the National Rural Livelihood Mission to make it universal in application, focused in approach and time bound for poverty eradication by 2014-15. Stress will be laid on the formation of women Self Help Groups (SHGs). Apart from providing capital subsidy at an enhanced rate, it is also proposed to provide interest subsidy to poor households for

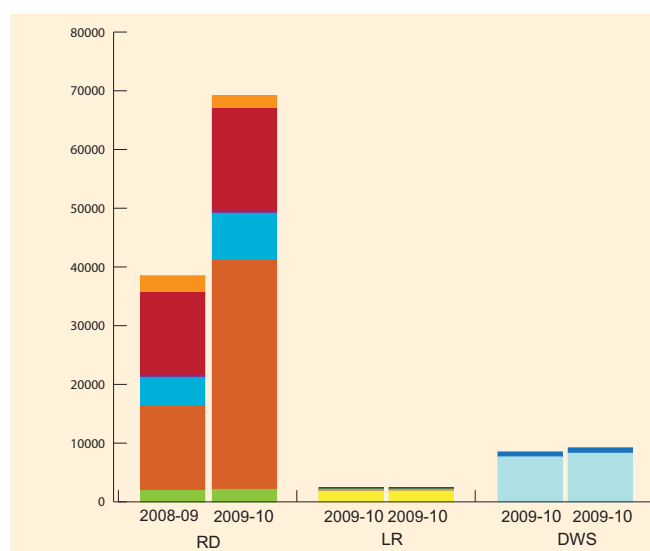


Chart. 3

Table 1

(Rs. in crore)

	Key for Chart 3	2008-09		2009-10	
		Budget Estimate (BE)	Revised Estimate (RE)	Budget Estimate (BE)	Percentage change of BE 2009-10 over BE 2008-09
Department of Rural Development		1	2	3	4
1. Special Programme for Rural Development		1933	2113	2114	9.36
2. Rural Employment		14400	36750.19	39100	171.53
3. Housing		4859	7919	7918	62.96
4. Other Rural Development Programmes		383	386.66	383	0
5. Roads & Bridges		14075	15225.15	17433	23.86
6. North Eastern Areas		2850	2460	2222	-22.04
Sub-Total		38500	64854	69170	79.66
Department of Land Resources					
1. Special Programme for Rural Development		1739.5	1442.6	1805.9	3.82
2. Land Reforms		425.5	182.4	359.8	-15.44
3. North Eastern Areas		235	175	234.3	-0.3
Sub-Total		2400	1800	2400	0
Department of Drinking Water Supply					
1. Water Supply and Sanitation		7650	7640	8270	8.1
2. North Eastern Areas		850	860	930	9.41
Sub-Total		8500	8500	9200	8.24
Total: Ministry of Rural Development		49400	75154	80770	63.5
Programme wise details					
National Rural Employment Guarantee (NREG)		16000	30000	39100	144.37
Swarnjayanti Gram Swarozgar Yojana (SGSY)		2150	2350	2350	9.30
Indira Awaas Yojana (IAY)		5400	8800	8800	62.96
Pradhan Mantri Gram Sadak Yojana (PMGSY)		15639	16917	19317	23.86
Integrated Water Management Programme (IWMP)		1875	1595	1968	4.96
Rural Water Supply (RWS)		7300	7300	8000	9.59
Rural Sanitation Programme (RSP)		1200	1200	1200	0

Budget Highlights at a Glance

- Aam Aadmi is the focus of all UPA's schemes
- Mandate for inclusive growth
- National Rural Employment Guarantee Act (NREGA) Allocation hiked by 144% to Rs.39,100 crore
- NREGA provided employment opportunities to more than 4.479 crore households in 2008-09
- Rs. 100 per day as entitlement under NREGA
- Pilot Project to be taken up in 115 districts by converging NREGA with other schemes
- Bharat Nirman allocation hiked by 45%
- Indira Awaas Yojana allocation up by 63% to Rs 8,883 crore
- Rs 2,000 crore for rural housing fund under National Housing Bank
- Rs 100 crore one-time grant to expand banks in unbanking areas
- PM Gram Sadak Yojna hiked up by 59 per cent to Rs.12,000crore.
- PM Grameen Adarsh Yojna on pilot basis in 100 villages with SC/ST population.
- Swarna Jayanti Swarozgar Yojna (SGSY) now as National Rural Livelihood Mission (NRLM) to make it universal, more focussed and time bound for poverty alleviation by 2014
- Target to enrol 50% cent of rural women in self-help groups over the next five years
- Rural mega clusters in Bengal and Rajasthan
- Interest subsidy for home loans up to Rs 1 lakh
- Efforts on National Food Security scheme for subsidised food
- Government to shift to nutrient based fertiliser subsidy regime
- Fertiliser subsidy to go directly to farmers
- Incentives in interest rates to farmers to pay back loans
- Target for agriculture credit raised to Rs 3,25,000 cr in 2009-10
- Additional budget allocation to farmers
- Allocation of Rashtriya Krishi Vikas Yojna stepped up by 30%
- Banking network to be expanded
- One banking centre in every block

Source: PIB website

Meeting of State TSC Coordinators

A meeting of the State TSC Coordinators was held on **26 June, 2009** at Nirman Bhavan, New Delhi to review the implementation of the Total Sanitation Campaign (TSC) and the Nirmal Gram Puraskar (NGP). The meeting was chaired by the Secretary (Department of Drinking Water, MoRD). The Secretary stressed on the importance of sanitation and said TSC is one of the most important programmes of the Government of India.



Secretary (DWS) spoke about the sizeable funds being made available to the States by August 2009, for which they should start planning. Schools and Anganwadis should be covered on a priority basis by March, 2010. He also mentioned the importance of IEC and encouraged the use of innovative ideas and a mix of various communication media. Convergence with other schemes of Rural Development was stressed upon, as was the development of one model village per district which would exemplify solid-liquid waste management with proper collection of solid wastes and village drainage, etc.

Some of the other issues discussed were:

- **TSC projects** – JS(S&A) informed the gathering that 593 TSC projects were sanctioned. States were requested to report online to the monitoring Department of the department. The annual action plans from the 399 districts should be expedited. Six districts showed nil progress on the projects. Certificates for fund release have not been submitted by 9 States.
- **NGP** – NGP to be discontinued from 2010-11 with the last award function to be held in November, 2010. NGP functions only for the BPs/ZPs/States will be organised in Delhi. The last date for applying for NGP was 30 June 2009.
- **Sanitation Coverage** – Sanitation coverage is to be now calculated on the basis of projected households rather than census 2001. The sanitation coverage of HP, Mizoram, Tripura, Kerala and Haryana are close to 100%.
- **Extension of Target Dates** – States were asked to complete the construction of all school and anganwadi toilets by March, 2010.
- **IEC Activities** – Different levels of IEC activities were being carried out in the States, with Mizoram, Tripura and Haryana leading in the number of IEC activities
- **Solid Liquid Waste Management** – States were asked to expedite the implementation of Solid Liquid Waste management in the villages and increase the expenditure on it. Detailed guidelines on this are being worked out.

Innovative training camp in Sujangarh (Churu), Rajasthan

A joint training programme of Sarpanchs and Gram Sevaks was conducted in the Panchayati Raj representatives' camp on **15 July, 2009** at Panchayat Committee, Sujangarh (Churu), Rajasthan. While talking about the social audit of the NREGA Scheme, Shri Moola Ram Choudhary, Development Officer dwelled on the concept of green Rajasthan. The Programme Coordinator, Shri Vidyadhar Pareek exhorted all the Sarpanchs and Gram Sevaks to plant 10 saplings each in their Gram Panchayats at public places and make arrangements for their upkeep. Led by Shri Ganpatlal Jahangir, Agriculture Extension Officer, all the Sarpanchs and Gram Sevaks took a vow to plant at least 10 saplings each in their respective Gram Panchayats and look after them. The villagers would also be encouraged to plant saplings and adopt at least one sapling.

Teej Utsav at Dilli Haat, Pitampura



Visitors to Saras Mela

The Ministry of Rural Development has taken 44 stalls on lease from the Delhi Tourism and Transport Development Corporation (DTTDC) at Dilli Haat, Pitampura. A Teej Utsav was organized by the Ministry in collaboration with Delhi Tourism from **23rd to 26th July, 2009** and rural artisans were invited to participate. About 54 members of Self Help Groups formed under SGSY participated in this festival from 15 States. The festival received overwhelming response from the public and

sale of Rs. 4.5 lakh was recorded during this period. This has become possible with the wide publicity given to the festival by the Ministry. The main attractions of the festival were cultural programmes, mehendi, swings and various games for children.

Foreign Delegation Meets MoS Ms. A. Sangma



A delegation of British MPs met the Union Minister of State (RD), Ms. Agatha Sangma on **29 July 2009** at her office in the Ministry.

About 23 projects spread over 17 states, related to rural development and poverty alleviation are being implemented with foreign assistance in the country. The agencies include international financial institutions like World Bank, Asian Development Bank in addition to the Government of Japan, Germany and UK.

NSAP ON-LINE: Conducting of State Level Training-cum-Workshops

The purpose of the computerization of National Social Assistance Programmes (NSAP) is to increase transparency and accountability in the implementation of their schemes. Shri T. Srinivas (DS - NSAP of Department of Rural Development) elaborates on the State-level Training – cum – Workshops.

The Ministry had decided to bring about new software, NSAP-MIS, which could be used uniformly by all the States and Union Territories across the country for on-line implementation of the schemes.

To operationalise the NSAP software, States were asked to furnish legacy database of beneficiaries in the prescribed format. As most States have made satisfactory progress in submission of the database, they were then requested to go ahead and operationalize the software. However, to facilitate easier operation and implementation of the software, the Ministry has requested NIC to impart State level training.



SI. No.	Name of the State/UT	Workshop held on
1	Tamil Nadu	1st to 4th July 2009
2	Uttar Pradesh	6th to 11th July 2009
3	Punjab & Chandigarh	13th to 15th July 2009
4	West Bengal	13th to 14th July 2009
5	Orissa	14th to 17th July 2009
6	Haryana	16th to 18th July 2009
7	J & K	20th to 22nd July 2009
8	Himachal Pradesh	24th to 25th July 2009
9	Bihar	28th to 31st July 2009

State-Level Training-cum-Workshops on NSAP-MIS are being conducted with effect from 1 July 2009. The training-workshops have already been held for nine States/UTs, in the respective State capitals, the details of which are as under.

As per the finalised training schedule, the remaining States & UTs will also be covered by the end of September '09. Two participants from each district of the State concerned and four participants from the State HQs participated

in the workshop. The trainers engaged by the NIC for this purpose are imparting the above training under the guidance of NIC Technical Director, Ms. Anubha Goyal. Some of the workshops held so far had also been attended by the officers of the NSAP Division of the Ministry. It has been observed that the participants attending the workshops have shown enthusiasm and keenness about the training programme and operationalization of the new software. The software is expected to be fully operational soon after the workshops are over.



Part 1 of a series on SGSY – We have already featured 10 significant aspects of NREGA as our first series on the various flagship programmes of the Ministry of Rural Development. From this issue onwards we are starting the second series on SGSY, where we will provide useful information on some significant activities/products of SGSY.

Swarnjyanti Gram Swarajgar Yojana (SGSY) is a self-employment programme of the Ministry of Rural Development which aims at providing assistance to the rural poor living Below the Poverty Line (BPL) for establishing micro-enterprises with the help of bank credit and government subsidy.



Madhubani art, also known as Mithila art, is one of the tribal arts of India, indigenous to the State of Bihar. It originated in a village called Madhubani in the locality of Mithila, in the border area of Bihar.

The origins of Madhubani painting or Mithila Painting are shrouded in antiquity. Tradition states that this style of painting originated at the time of the Ramayana, when King Janak commissioned artists to do paintings commemorating the marriage of his daughter,

Sita, to Lord Ram. Madhubani painting has been done traditionally by the women of villages around the present town of Madhubani (the literal meaning of which is 'forests of honey') and other areas of Mithila. Some say this art started as a daily welcome painting for the Gods by decorating the outside of the house, the walls or the floor.

During the Bihar famine of 1964-65 some of these women began to reproduce their pictures on handmade paper as their art work was being noticed by the urban people and the painted walls could not be moved to their living rooms. In this way, the Madhubani people with help from the All-India Handicrafts Board and the SGSY managed to supplement their income by creating a marketable product. There are many SHGs of SGSY at Bihar who are making these paintings. This art is being promoted by the Ministry by ensuring the participation of the Self Help Groups in Saras fairs and exhibitions organised in various parts of the country.

The painting was traditionally done on freshly plastered mud wall of huts, but now it is also done on cloth, hand-made paper and canvas. To give the same effect to the paper, the artists still coat the handmade paper with a thin layer of diluted cow dung. This helps in the absorption of colours as well as gives the desired shades of colours.

As Madhubani painting has remained confined to a compact geographical area and the skills have been passed on through centuries mainly by women, the content and the style have largely remained the same. The painting was usually done on walls during festivals, religious events, and other milestones of the life-cycle such as birth, upanayanam (sacred thread ceremony), and marriage.

Continued on page 13...

Some remarkable work is being done by women self-help groups in Wardha, in the field of marketing of rural products. **Smt. V.R.Sharma (Director, SGSY)** visited the DRDA in Wardha and made the following observations on this rural women's initiative.

DRDA Wardha has successfully launched its own brand, Wardhini for the products made by the self-help groups of SGSY. Their mission is "Empowering rural women to create wealth and prosperity through self-help and cooperative spirit and inculcation of commercial and competitive social ideals for success". DRDA Wardha did a door to door campaign and this brand promotion campaign has also been endorsed by various celebrities. The products have been made available at the outlets at 'taluka' level. A couple of distributors have been identified in Nagpur for the fast movement of products.

Product Development-Steps	Marketing and Promotion
<ul style="list-style-type: none"> • Potential—Comparative advantage—margins—SWOT analysis • Self Help Groups identified—Sanghatikas— training • Preparation of project reports & getting loans sanctioned • Market Survey—hiring of consultants • DRDA's Governing Council Resolution • Trainers and designers links • Certification—MGIRI—food products • Branding—logo, symbol, packaging, product literature • Food and drug licenses • Supply chain management—working Capital • Positioning—Pricing • Linkages with the retail stores—distribution networks 	<ul style="list-style-type: none"> • Retail stores • Saras • Dilli Haat • Rotary and various other clubs fares • Direct Marketing—home to home and retail stores • Advertisement Hoardings in Nagpur and other cities • Use of mailers and pamphlets • Testing Stalls in fairs and • Instead of bouquets, gift scented candles in ZP

Interesting marketing efforts were used to promote the rural products in Wardha. Project consultants have been appointed to identify the product range for introducing in the market. On the basis of their analysis, self help groups are identified for producing and manufacturing of the items and loans are arranged from the banks for this purpose. DRDA Wardha is also organizing various skill training programmes for improving the quality of the products such as terracotta jewellery, candles, khadi and jute bags, etc. In order to improve the designs of the products DRDA Wardha has coordinated with Mahatma Gandhi Institute for Rural Industrialization. With the help of professional designers of this institute, brand logo and labels for food products have been developed.

Logo and Symbol

Wardhini, another of Goddess Laxmi, symbolises growth and prosperity. It is a joint venture of Self Help Groups and farmers of Wardha towards self reliance and empowerment. Wardhini brings you a repertoire of chemical fertilizers free organically cultivated food products that have been tested for their quality and purity. This initiative is supported by DRDA Wardha under SGSY scheme.

"Buy Wardhini products and make rural homes self reliant"



Women's World

At present DRDA Wardha has selected about 90 sanghatikas (or grass root SHG workers) by advertising the post in the newspapers and selecting them after group discussion and interviews. Apart from residential training of one week, they have been given refresher training at NIRD, Hyderabad. The result of this initiative is obvious from the fact that 750 new groups were formed in 2008-09 as against 450 SHGs formed in 2007-08. These Sanghatikas are ensuring attendance of SHG members in trainings and spreading awareness amongst SHGs regarding open-defecation free village. These sanghatikas are instrumental in forming the federations of SHGs and are doing tremendous service for the upliftment of Self Help Group movement.

Wardhini Products



Feature

Continued from page 11...

Madhubani paintings use two dimensional imagery and the colours used are derived from plants. Ochre and lampblack are used for reddish brown and black respectively. Initially all vegetable dyes were used for the paintings but today with the changes over time and because of easy availability many artists use acrylic colours as well.

Madhubani paintings mostly depict nature and Hindu religious motifs, and the themes generally revolve around Hindu deities like Krishna, Ram, Shiva, Durga, Lakshmi, and Saraswati. Natural objects like the sun, the moon, and religious plants like tulsi are also widely painted, along with scenes from the royal court and social events like weddings. Generally no space is left empty; the gaps are filled by paintings of flowers, animals, birds and even geometric designs.

Some of the distinctive features of Madhubani paintings are:

- The figures are recognizable by a face in profile while the rest of the body faces the front.
- The face has one very large eye and a sharp nose coming out of the forehead.
- The figure outlines are drawn as a double line with diagonal hatching between them.
- The borders are highly decorated - either geometrically or with ornate floral patterns.
- Clothing also is highly decorated with geometrical, floral or even animal patterns.
- The drawings of animals are easily recognised for what they are, but again tend to be very stylized.



From this issue onwards we will feature some of the questions posed to the Ministry of Rural Development in the Parliamentary Sessions, along with their respective answers. We hope this section will help elucidate some of the relevant issues facing the Ministry.



I Re: Rural Development and Self Employment Training Institute

(Lok Sabha - Question no. 216, Answered on 17.07.2009)

Question:

Will the Minister of Rural Development be pleased to state:

- the existing centres of Rural Development and Self Employment Training Institutes (RUDSETI) in the country and achievements made by them so far;
- whether the Government proposes to set-up such centres in every district across the country; and
- if so, the details thereof and the action taken or proposed to be taken by the Government in this regard?

Answer:

- The Rural Development and Self Employment Training Institutes (RUDSETIs) have been set up by a society jointly sponsored by Sri Dharmashtala Manjunatheswara Educational (SDME) Trust, Syndicate Bank and Canara Bank. At present there are 23 Rural Development and Self Employment Training Institutes (RUDSETIs) functioning in the country, as per details given in the Annexure-I. These institutes are conducting self employment growth and self upgradation training programmes, awareness generation programmes, besides training in agriculture and allied activities for the farming community. RUDSETI institutes are also conducting Training of Trainers (ToT) programmes to develop human resources of the stakeholders such as Non Government Organizations (NGOs) and bankers. As on 31.03.2009 these 23 RUDSETIs have trained 2,80,547 candidates besides conducting 5596 awareness camps for 3, 86,313 candidates.
- & (c) The Government proposes to support establishment of one RUDSETI type institute in each district of the country for training and capacity building of rural youth for self/wage employment. These institutes will be operated and managed by Banks. Ministry of Rural Development would provide one time infrastructure grant of Rs. 1 crore per institute, besides reimbursing the cost of the institute i.e. faculty salaries, logistics, etc., will be borne by the sponsoring banks. Land for setting up the Rural Self Employment Training Institutes will be allotted free of cost, by the State Governments.

During the year 2008-2009, funds to the tune of Rs. 104.96 crore have been released to National Institute of Rural Development (NIRD), Hyderabad for onward release to the banks to set up 110 Rural Self Employment Training Institutes (RSETIs) across the country. During the current year i.e. 2009-10, the Government proposes to provide support to approximately 200 RSETIs.

Annexure I

Annexure referred to in reply to Lok Sabha Starred Question No. 216 due for reply on 17.7.2009.

Name of institute with address

Karnataka State

- | | |
|---|---|
| 1. RUDSET Institute, Siddhavana | 5. RUDSET Institute, Main Road, Hinkal |
| 2. RUDSET Institute, Gandhi Nagar UJIRE – 574 240
DHARWAD – 580 004, Dakshina Kannada District. | 6. RUDSET Institute, Raghavendra Colony
MYSORE – 570 017, Bagalkot Road, BIJAPUR – 586 501 |
| 3. RUDSET Institute, 52 Heroor | 7. RUDSET Institute, Arashinakunte,
NELAMANGALA – 562 123 Bangalore
Rural District. Uttar Pradesh State |
| 4. RUDSET Institute, Banashankari Layout
BRAHMAVAR – 576 213, N.H. – 4, Behind Housing Board
Colony, Udupi, District. Kelagote, CHITRADURGA – 577 501 | 8. RUDSET Institute, SB – 185, Shastri |
| | 9. RUDSET Institute, VPo – Dharera (Etmadpur)Nagar, N.H. – 2,
Behind kalpana Hotel GHAZIABAD – 201 202, AGAR – 283 202 |

Kerala State

10. RUDSET Institute, K.P. VI, 159, KANNAPURAM – 670 301, Post: Cherukunnu, Kannur District., Tamil Nadu State
11. RUDSET Institute, Perungudi Air Port Road MADURAI – 625 022

Haryana and Delhi State

12. RUDSET Institute, House No. 408, Ward No. 9, Subhash Nagar (Dr. Kharwandawali Gali), GURGAON – 122 001 Andhra Pradesh State
13. RUDSET Institute,
14. RUDSET Institute, Beside S.K., Mandal Praja Parishat Complex University Stadium, VETAPALEM – 523 187 Itukulapalli, Post: S.V. Puram, Prakasam District. ANANTAPUR RURAL MANDAL – 515 003

Maharashtra State

15. RUDSET Institute, Varale Road, Near Eagle Agro Farm TALEGAON – DABHADE – 410 507, Pune District

Rajasthan State

16. RUDSET Institute, Plot No. 4/1/14-16,
17. RUDSET Institute, Opposite of Baran, Sector- 4, Near Purva Sainik Durg, Central Co-operative Bank, Station Road JAIPUR – 302 023, BARAN – 325 205

Orissa State

18. RUDSET Institute, 356 P, Opposite to Jagannatha Temple Post: Aiginia, Khandagiri, BHUBANESHWAR – 751 019

Punjab State

19. RUDSET Institute, Saundh Complex, Atwal Colony, Cantt Road, JALANDHAR – 144 005

Madhya Pradesh State

20. RUDSET Institute, C- 2, Vidya Nagar, BDA Colony, Near Capital Petrol Pump, Hoshangabad Road, BHOPAL – 462 026

Gujarat State

21. RUDSET Institute, Near Simply Factory, Petlad Road PIPLAG – 387 355, Nadiad Taluk, Kheda District

West Bengal State

22. RUDSET Institute, WBCADC, Bhakuri, Opposite to Jeevandeep Nursing Home, BERHAMPORE – 742 165, Murshidabad District

Bihar State

23. RUDSET Institute, Chauhan Vatika, Zadia Pokhra HAZIPUR – 844 101, Vaishali District

II Re: Employment under NREGS

(Lok Sabha Question no. 204, Answered on 17.07.2009)

Question:

Will the Minister of Rural Development be pleased to state:

- (a) whether the Government is aware that 100 days of employment to an adult member of a rural household in a financial year, under the National Rural Employment Guarantee Scheme (NREGS) is seldom observed in the States;
- (b) if so, the reasons therefore; and
- (c) the action taken/proposed to be taken by the Government in this regard to ensure guaranteed employment to the eligible?

Answer:

- (a) & (b): NREGA is demand based. The Act provides a legal guarantee of 100 days of wage employment in a financial year to every rural household whose adult members volunteer to do unskilled manual work. Number of days of employment availed by a household depends on the number of days of employment demanded by the household.

Under NREGA, household is the basic unit for providing employment. As reported by the State Government, number of households which completed 100 days of employment was 2142728 during 2006-07; 3601926 during 2007-08; 6510373 during 2008-09 and is 110910 during 2009-10; so far.

- (c) To ensure guaranteed employment to the households, intensive IEC activities have been undertaken to generate greater awareness among rural households about their legal rights under the Act. It has been emphasized upon the States to employ dedicated staff in the implementing agencies. Salary of such dedicated staff is met out of the administrative expenditure admissible under the Act. The administrative expenditure admissible under the Act was enhanced from 2% to 4% of the cost of the scheme with effect from 1.4.2007 and has now been further enhanced to 6% from 1.4.2009. States have been directed to ensure that adequate numbers of works are available to meet the labour demand.

In the News

The Media...on the Ministry

India differs on Harvard Centre's findings on NREGA

TREASURY NEWS SERVICE

New Delhi, July 28

Minister of State for Rural Development Pradeep Jain today informed the Rajya Sabha that the Harvard Centre for Population and Development Studies had observed that the potential of NREGA is not fully implemented because the scheme had led to inflation and undermines self-selection of poor.

Jain, however, said the Ministry of Rural Development was not in agreement with this observation, as the objective of the NREGA was to supplement and not to substitute employment opportunities, including agriculture. The UPA government's 100-day employment guarantee was to ensure that rural households could demand employment during the lean agricultural season.

The Tribune, Delhi
Wednesday, 28th July 2009

'Real' whistleblower

INDIAN minister for rural development C.P. Joshi recently had a visitor who claimed that he was the "real" whistleblower who exposed the National Rural Employment Guarantee Scheme.



Joshi listened to him intently after offering him coffee and biscuits.

He had to because the visitor happens to be a senior secretary to the union government, who found discrepancies in the NREGA. At the end of the conversation, the visitor handed over his business card to Joshi. After seeing him off, a perplexed Joshi blamed his personal staff for not alerting him about the visitor in advance.

The Tribune, Delhi
Wednesday, 28th July 2009

UP ties up with HCL for NREGA project

Lucknow: The Uttar Pradesh government has tied up with HCL Infocore to create an electronic monitoring and payment system that will facilitate the disbursement of wages to workers under the MGNREGS project. The project will be implemented in multiple phases. In the first phase, HCL would use the technology for issuing e-job-cards to over 1,000 workers in Aliya block in Sitapur district. UP will be one of the first states to move to e-job cards as part of the job scheme.

The Financial Express, Delhi
Wednesday, 28th July 2009

Job scheme to build assets

CITIZENMAIL

New Delhi, July 28: The rural job scheme will no longer be about digging pits and filling potholes here and there, often without much purpose, just to fill the village poor can be paid something.

It will now build assets for the country — such as rural hospitals, schools, bridges and irrigation canals — so it can become an "overall driver of the rural economy", officials say.

For instance, some 300,000 km of rural roads will be built by 2011 under the scheme, says a draft policy on its expansion being finalised by the rural development ministry. The target till next March is 40,000 km of roads.

The expanded National Rural Employment Guarantee Scheme (NREGS) is expected to be unveiled on August 28, the birth anniversary of former Prime Minister Indira Gandhi.

"The NREGS will no longer be a plain job guarantee scheme where projects are created just to find 100 days' job a year for the poor. We will

MAKEOVER

Assets creation: Building rural schools, health centres, bridges

Infrastructure: 300,000 km of roads by 2011; 40,000 km by March 2010

Convergence: MGNREGS beneficiaries to work on

focus on creating permanent assets," a rural development ministry official said.

The new policy seeks a "convergence" of the scheme with development programmes run by other ministries such as those for health, water resources, education, forests and environment, and agriculture.

Building a hospital or school will not only help the National Rural Health Mission and education programmes, it will also use the health and education ministry money on wages. The convergence experiment — which may also include afforestation and fishery work — will be carried out initially in 100 select districts.

The scheme now mostly involves odd jobs such as repair-

ing roads, building temporary check dams and digging pits.

Various social auditing teams that have visited NREGS sites have complained that thousands of pits were being dug across the country without any utility or purpose.

Assets: Skilled and semi-skilled workers to be included

Training: Beneficiaries to be trained in various vocational and skills

The main problem has been the lack of enough co-ordination between the Centre and the states at the district level in conceiving projects. So, a lot of money has gone into projects that are of not much use. From now on, there will be more co-ordination," the official said.

If assets are to be built, NREGS jobs will need skilled workers more than ever. The new policy plans to include semi-skilled and skilled workers if they are willing.

One other feature is in-

cluding skill training. The job scheme's beneficiaries will now be trained in sewing, care for children, the sick and the elderly, maintain school buildings and public toilets, even to help empower workers. The related ministries will provide the training.

The draft policy also wants to involve more small and marginal farmers, who make up about 80 per cent of India's agricultural community.

The suggestion the rural development ministry is apprehensive about accepting is that the beneficiaries be allowed to work as labourers on paddy fields where there is a shortage of workers.

The problem is, the paddy fields would mostly be in private hands. "It is a touchy subject since many will oppose government money flowing into private hands through the scheme," the official said, adding this could open the way for abuse of the scheme.

The official said funds would not be a problem for any project under the scheme: the rural development ministry had received a 100 per cent hike in its budget.

The Telegraph, Kolkata
Wednesday, 28th July 2009

Please contribute to Grameen Bharat. Articles of upto 400 words in English or Hindi and photographs can be sent to Neena Thomas at neena04@gmail.com