

Profile of the organization:

Center for Agriculture and Rural Development [CARD] established on Indian Revolution Day 9th August 2008 under Societies Registration Act 1860 and Trust Act 1950. An organization is also registered under Income Tax Act of 1961 under 12A and 80G registrations. Organization is also registered FCRA 2010 under Ministry of Home Affairs Govt of India, on NITI Aayog portal of central government. CARD is an active member of AFARM, Pune, and Vibha Vani, Delhi, a renowned institutions working in development sector. CARD has actively worked with prominent partner organizations like USHA International Ltd, Delhi under CSR project, Jansathi Drought Relief Network Maharashtra with Dnyanjyoti Gramin Vikas Mandal(DSO). CARD has played an active role in supporting various government initiatives in order to bring justice to the marginalized population of rural Maharashtra, especially in Marathwada & Vidarbha region which is a drought prone area.

Since 2008, Organizations has achieved to make a big difference in the lives of rural population focusing on marginal farmers, women, children and youth in developing their life circumstances and creating a big impact to achieve alternative development in various aspects of life. Organization has achieved to connect 5000 marginal farmers with the various government schemes like seed distribution, financial assistance, credit linkages and other such social securities schemes for women, senior citizens and school going children and youth for scholarships etc.

CARD while doing such developmental activities has evolved an institution and playing a catalyst role in mobilizing grassroots organizations and has played a big role in capacity building and creating impact on scale in rural area with the help of Jansathi Drought Relief Network of grassroots organization (Village Level Organization) which is organized by Sankruti Sanvardhan Mandal, Dilasa and Dnyanjyoti organization which was supported by CARING FRIENDS, an active social organization.

Key Achievements with partner organizations

Jansathi Drought Relief Network

Through this network organization could mobilize 13 grassroots organizations and has achieved a big role in their capacity building and further incubating them to take active role in bringing change in the life of marginal farmers by supporting to connect with the government schemes in every village of Jalna and Aurangabad districts.

Prime Minister Peek Veema Yojana

Under this schemes organization has achieved to work with 130 villages and reduce cost of production for marginal farmers, prospective loss in case of drought for marginal farmers,

enhancing ground water through various measures which impacted high yield and better earning for farmers.

Health Literacy Program

Health is one of the prime prerequisite for all to live a better life. Considering the poverty in drought prone region of Marathwada, it becomes a major challenge for a marginal farmers and land less laborers to survive and in the case of lack of nutrition; minor illness turns into the major illness. Landless laborers, marginal farmers, women often neglects health issues and avoid any extra cost for medicines, thus in these kind of scenario they become succumb to face major illness and ultimately cannot afford to treat themselves at district level private hospitals. There are cases found by the organization where in order to avoid loss of daily wages laborers has avoided to medical treatment and ultimately it cost them for their life.

Dnyanjyoti with its unique strategy and large volunteer network in rural area has achieved to conduct Health Literacy Program and connect with the health facilities through Mahatma Phule Jivandayi Yojana.

Financial Literacy Program

In Drought prone region of Marathwada, high cost of production, lack of irrigation facilities and water crisis impacts on all the aspects of the life. Especially for farmers to manage the big expenses apart from household expenses becomes a big challenge and this situation paved the way to get in to the trap of money lenders because of lack of access to credit facilities from banks. Women manages household expenses diligently as compared to the men hence money management skills becomes vital and essential to avoid any future trouble. Hence organization has initiated Financial Literacy Program where people are introduced with the future challenges and possible threat of getting financial crisis and further protecting farmers from the suicides.

Under this program, organization has successfully achieved to form 260 SHG groups and successfully conducted Women's Entrepreneurship Program. Out of this 25 SHG groups from five villages including Chanegaon, Dabhadi, Khamkheda, Longaon, Chikhli were given a loan of 70 lakhs. Most of the women initiated their own business out of this program in tailoring, Kirana shop, Goat Farming etc.

Organization also played a very active role in 130 Gram Panchayat by connecting 2000 farmers with the government banking system for availing 10 crores of Farm Loan at a very low interest rate which helped them to leave away from money lenders.

Livelihood Program

Under livelihood generation program, organization has always believed that unless the employment opportunity is not given in the rural area for the people there is high migration occurring and ultimately people who are migrating for the seasonal employment opportunities in urban slums are compelled to live a pathetic life. In this situation children are also exposed to the vulnerable life under bridges in cities like Pune and Mumbai.

Maharashtra government though has initiated MGNREGS people are migrating for the search of employment opportunities there are various reasons where people are failing to demand for employment opportunities. Organization studies this issue with 130 Gram Panchayat and provided 1000 Job Cards to new family and further corrected 300 job cards which have impacted in gaining employment in 130 villages for 30000 people in their own villages.

Waste Management in Rural Area

Waste management has become a major challenge in urban area as well as in rural area especially when people have rapidly started using plastics. Organization believes if waste from the household managed systematically in villages, it will be vital for farmers to use that waste as a pesticides in their farm as earlier used. Organization actively managed to conduct training program on waste management in 26 villages and helped farmers to create the organic pesticides in just 18 days. This program was conducted in Bhokardan, Badnapur, Jalna blocks.

Rationale For the Project

There are multiple organizations working in the development sector but in Jalna there is need to consolidate all the efforts of various stakeholders in right direction instead of address issues in isolation. Hence CRAD is committed to come up with a model which will bring all the stakeholders at one platform including people, different government departments, NGOs and development practitioners.

Project Location

Jalna is a city in Jalna district in the Aurangabad Division, or Marathwada region, of the Indian state of Maharashtra. It was formerly a part of Hyderabad State as a tehsil of Aurangabad district, before Jalna district was formed on 1 May 1981.

According to 2011 census, the total area of the district is 7718 sq. Km., it is 2.51% as compared to area of Maharashtra state. About 1.32% of the total area i.e. 102.0 [sq.km](#) is urban area and

98.68% i.e 7616 sq. Km is rural area. For administrative convenience, there are eight talukas Bhokardan, Jafrabad, Jalna, Badnapur, Ambad, Ghansawangi, Partur, Mantha and four subdivisions for eight Tehsil. For each sub-division there is a separate sub-divisional office, Jalna, Ambad, Bhokardan and Partur. There is Zilla-Parishad at district level and under its control (8) Panchayat committees are functioning.

As per Census 2011, there are 971 villages in the district, out of which 963 villages and 8 desert villages are located. There are 806 separate Gram Panchayats and 157 Gram Panchayats in the district. The district headquarter is located at Jalna and there are district collector office and district level offices of various departments located at Jalna. In the district Jalna, Ambad Partur and Bhokardan are Municipal Councils. The nagar panchayats Jafrabad, Badnapur, Muntha and Ghansawangi. Jalna Nagarparishad is a 'A' category, Ambad, Partur, Bhokardan, these three municipal councils are 'C' category. Agricultural Produce Market Committee are functional at Jalna, Ambad, Bhokardan Partur and Mantha.

Project location will be established in Chanegaon village of Badnapur block. This is a central location for nearby five vulnerable blocks including Jalna, Jafrabad, Badnapur, Bhokardan and Devulgaon Raja from Buldana district. All these blocks falls under within the range of 30 km from Chanegaon.



Intervention - Multidimensional Rural Development Centre (MDRDC)

Introduction:

There are numerous organization in Jalna working in development sector, Dnyanjyoti is one of them. With the vast experience of working with the different government departments in order to implement various government schemes, organization has achieved to create a greater impact on ground and has created a good volunteer base and goodwill in among farmers community in rural area of Jalna and Aurangabad. Now organization has achieved a good base to consolidate all the initiative from the development sector and give a direction to multiple solutions at one place in order to achieve greater impact with minimum cost. Organization also believes if different departments works in collaboration on multiple issues, overall impact can be achieved to create a developmental model for village addressing each vulnerable sections of the downtrodden society.

Hence organization has prepared a plan of action under Multi Dimensional Rural Development Center (MDRDC) where various government department can disseminate information, knowledge and government schemes at a one place by partnering with the people from the ground without any hesitation, lack of trust and fear. Under MDRDC multiple centers will be established to address issues faced my different vulnerable groups by taking various stakeholder on one platform with greater confidence for equitable development.

Purpose of the MDRDC Centre

To create a unique and effective platform for the representation of issues of poor and marginalized people from the rural population

To create a unique strategy for upliftment of rural poor, especially focusing on landless and marginal farmers

To develop an effective village development model focusing on livelihood generation

To brainstorm on natural resource management, explore and sustain primitive methods of sustainable agriculture

To create alternative livelihood opportunities for unskilled labors

- MDRDC
- Centre
 - Workshop/Seminars /capacity Building & Social Security Schemes Awareness Centre
 - Health / Education/ Livelihood Support centre
 - Lodging for Social Tourism

Looking at the devotion, expertise and wide experience of working as a grassroots level organization in Marathwada region, Dnyanjyoti has developed a plan of action for the development of the Marathwada region on a multiple issues. Organization is intending to start A Multidimensional Rural Development Centre which will become a platform social security schemes implemented by the government in 100% delivery to the last beneficiaries. This centre will run periodicals workshops, seminars for grassroot level organizations, government staff, people's representatives, researchers and practitioners to share and apply their knowledge for the development of Marathwada region.

- Multidimensional Rural Development Centre
- Workshops / Seminars by Researchers
practishiners
- Implementation of gov social security schemes

Objectives of MDRDC

- To create a platforms for different stakeholders for knowledge sharing for inclusive development
- To mobilize social security schemes beneficiaries and connect them to avail it without any hurdles
- To work closely with various government department in effective implementation of government schemes
- To conduct a sensitization program for government officials in effective delivery mechanism
- To understand developmental issues and involve common citizens, researchers, civil society organizations and government officials various seminars and workshop

Sub centers under MDRDC

MDRDC will have a unique strategy to address numerous issues related with the different vulnerable groups. Hence MDRDC will have sub centers which will be addressing issues through its sub centers at one place with a good communication and coordination across the centers.

Workshop/Seminar and Capacity Building Center

Looking at the experience of the interaction between government department and common people is very low which is almost negligible. In order to pass on so many government schemes and developmental work, It has become a major challenge where common man has lost his trust with government department in clean and effective service delivery. Government has been trying various methods to bridge this gap through Digital India Portal but on the other hand there is big gap from the side of both the stakeholders i.e. people and bureaucrat structure. It seems negligence from the side of government official too some extend and on the other hand people have less understanding and not empowered where they can reach quit easily to the system and getting things done. Thus it create a very strong needs of public education and a strong interaction between the people and various crucial department for the well being of the citizens.

So to bridge this gap workshops/seminars and a capacity building center will bridge this gap to a large extend in an effective delivery of the information, education and communication.

Objective:

- To conduct workshops/seminars for developmental issues
- To conduct awareness sessions of social security schemes
- To participate and work with various government department
- To identify beneficiaries of various schemes
- To keep a track of impact created by various schemes
- To act as a supportive agency for the various government initiatives
- To conduct program on disaster management

Health, Education, Livelihood and Recreational Support Center

Organization believes in today's hectic life style and materialistic life people have less time in their hand to think about the personal and social life and hence most of them suffer from various issues which has no relevance to the others but there are certain common concerns we all have towards our children s future, health for all, employable education, livelihood for all and last but not the least i.e. positive recreational activities for children and senior citizens are missing a lot. To work and create a common platform for these issues organization has come up with the idea of providing information, platform for execution and implement certain solutions at one point with the expertise from their respective field.

Objective:

- To work closely with the health department at district level
- To understand and work in effective delivery of government, Private and NGOs with various health schemes
- To conduct special health check up camp by coordination with various stakeholders
- To conduct research and awareness in education sector to reduce drop out rate for students
- To conduct career guidance and educational support mechanism for students and parents
- To conduct awareness on higher education linkages
- To create a digital library for students
- To create human library for youth
- To conduct awareness on alternative livelihood opportunities
- To conduct positive recreational programs for women, children, youth and senior citizens

Social Tourism Center

This is one of the main aspect of MDRDC Center to make awareness among society in a larger way. The objective of the this aspect is to fetch a flow of common people towards developmental issues and take their participation irrespective of their strengths and weakness. Organization believes that it is absolutely required to take peoples participation in any developmental work done either by government or any organization. Enhancing the peoples participation with the workshop and seminars with the issues related to their interest will boost people’s participation and social tourism

Objective:

- To orient common people with the developmental issues to get their participation
- To facilitate decision making for common people for developmental issues
- To orient people with the development happening around the world with effective model

- To orient and help people to find a meaning to their life by associating with a particular cause from their local area.

Strategies and Activities

Key Strategies

1. Orientation and Promotion
2. Interpersonal Communication
3. Advocacy
4. Sensitization
5. Community Mobilization
6. Capacity Building
7. Service Delivery
8. Referrals (Networking and Linkages)
9. Peer Groups

Key Activities

Workshops/ seminars
 Awareness sessions at village level
 Institutional visits
 Capacity building and Training
 Identification of beneficiaries
 Counseling
 Access to information services

Methodology:

Teaching/Education Aids (Paintings/Flip Charts/ Posters/ Banners)
 Information , Education and Communication (IEC) Materials (Pamphlets/ Slogans/ Campaigns)
 Audio-Visuals/ Documentary screening and discussions

Sessions on:

Government schemes and roles and responsibilities
 Education, Health and Livelihood

Vocational Guidance/Career Guidance
Alternative and Innovative farming methods
Credit linkages

Trainings

Staff Trainings and Capacity Building Programs
Health Literacy Trainings
Financial Literacy and Credit Linkages Training
Skill Development and Livelihood Trainings
Training of Stakeholders
Adolescent Trainings
Self Help Group Trainings

Stakeholder Analysis:

District Collectors
Panchayati Raj Institution- Zillah Parishad
Public Health Department- NRHM
Panchayat Functionaries
Elected Representatives
Elected Women Representatives (EWR)
Education Department- Teachers
Women and Child Development Department
ICDS Project Functionaries
Department of Rural Development
Drinking Water and Sanitation Department
Environment Department
Social Development Department

Networking, Support and Partnerships

Dnyanjyoti Organization believes in comprehensive development through networking, linkages and establishing collaborative partnerships for a positive outcome.

Implementation:

Dnyanjyoti Organization will be implementing the program through these key functionaries in the project

- Project Director
- Center Manager (3)
- Program Officer (3)
- Office Assistant
- Security Manager
- Security Staff (2)
- Office Boy (1)
- Consultants for Documentation, Reporting, Baseline and End line Surveys, Research, Technology Assistance (Mobile Application Development), IEC/BCC/Audio-Visual/Campaign Development, Monitoring and Evaluation, Developing Research Guidelines and Protocols, Capacity Building of the Staff
- Volunteers -10

Financial Support:

The project will be implemented with CSR funding support
Consultants will be engaged to do financial Audit

Key Networking and Partnerships:

- District Collectors
- Panchayati Raj Institution- Zillah Parishad
- Municipal Corporations
- Public Health Department- NRHM
- Panchayat Functionaries
- Elected Representatives
- Elected Women Representatives (EWR)
- Education Department- Teachers
- Women and Child Development Department
- ICDS Project Functionaries
- Department of Rural Development

- Drinking Water and Sanitation Department
- Environment Department
- Social Development Department
- Industries
- Private Educational Institutions
- Planning Department
- Other NGOs and CBOs

Key Deliverables and Outcomes

Following are key deliverables and outcomes of the project: (fine tuning of the same will be done through support by consultants to develop a outcome matrix)

- Human Resource Manual
- Financial Manual
- Monthly Reports
- Evaluation Reports
- IEC Materials
- Campaign Materials
- Training Manuals
- Collaboration and Partnership Documents and Letters
- End line Report

Following will be the other quantifiable outcomes of the project

- Micro Level Planning - 250000
- Workshops Health, Education and Livelihood Sessions- 2500000 Participants
- Training Programs- 150 + Participants 3000000
- Advocacy Meetings/Sensitization Workshops- 200+ Participants 500000
- Community Mobilization Meetings/Melawas- 4000000+ participants
- Alternative and Innovative Farming Sessions 500000 + Participants
- Social Tourism Beneficiaries - 3000 + participants
- Cyber Library & Career Guidance Center - 100000 Beneficiaries
- Social Security Centers - Beneficiaries 1000000 +

Proposed Project Plan to fully operationalize proposed plan will take following steps in a phase manner

Phase I

Construction of MDRDC Center (Duration- Six Months)

Dnyanjyoti has 15000 square feet land at Chanegaon survey no 149 for the construction of the centre which is connected with five blocks including Badnapur, Bhokardan, Jalna, Jafrabad and Devulgaon Raja from Buldhana are within the range of 30 km. This place will be accessible by the people residing in these five blocks.

Micro Level Planning at 50 villages on Health, Education, Livelihood and Recreational (Duration 6 Months)

MLP will be conducted to understand the issues to create a baseline survey as well as to procure possible action plans from the different communities on various issues related to their life considering all the stakeholders participation. Like on health issues baseline survey will be conducted on common illness with different groups of women, children, youth and senior citizens to understand their health concern by conducting FGDs. Stakeholders meeting will be conducted based on the secondary health data at the block level. The same strategy will be implemented to know the status of education and livelihood. Most important part will be the peoples participation and solutions coming from their side. This MLP process will bring peoples participation and will suit the possible effective solution in addressing peoples issues by themselves. Thus MDRDC will act a role of facilitator in the entire process.

Stakeholders analysis (Government Department/ NGOs/ Gram Panchayat)

FGDs will be conducted after procuring secondary data from the respective department. The purpose of this process is to understand the challenges faced by government department in terms of reach out to the end beneficiaries. MDRDC will further develop a strategy to fill the gap in awareness and effective delivery government schemes and services.

Phase II

Report submission and plan of action

1. Launch of Social security schemes center
2. Launch of lodging for social tourism
3. Launch of Health, Education and Livelihood Center (HEAL)

Time-line of the Project

Year I	Micro Level Planning	Construction of Center	Stakeholders Analysis	Social Security Center	Social Tourism Program	HEAL Center	Monitoring & Evaluation
Aug 2018	Conducting MLP in 50 Villages			Secondary			

Sept 2018				Research on			
Oct 2018				Social Security Schemes			
Nov 2018						Baseline survey on Health, Education & Livelihood	
Dec 2018						Secondary Research &	
Jan 2019	MLP Report Submission			Launch of Information Booklet		Stakeholders Analysis	1st Monitoring & Evaluation by external agency
Feb 2019			Stakeholders mapping in developmental issues				

Mar 2019						Higher Education Linkages program for Youth	
Apr 2019					Market Research on Social Tourism &		
May 2019				Launch of SS Center	Stakeholde rs Analysis	Livelihood Generatio n Program	
June 2019							2nd Monitorin g and Evaluation by external agency
July 2019			Report Submiss ion				
Year II				Operatio nal Social Security Center	Marketing for Social Tourism & launch of Lodging	Operatio nal HEAL Center	HEAL Center

Aug 2019				1st Awareness Program in 20 villages	1st Awareness on Social Tourism & demand generation of 50 participant	Organic farming & low cost production Workshop s for Farmers	
Sept 2019				2nd Awareness Program in 20 villages			
Oct 2019				3rd Awareness Program in 10 villages	1st One Week Tourism plan for 50 participant		
Nov 2019				Connecti ng communi ty represent ative with Center		Health Literacy Campaign	3rd Monitorin g and Evaluation by external agency
Dec					2nd Awareness		

2019					on Social Tourism & demand generation of 50 participant		
Jan 2020				Form Filling Activity			
Feb 2020					2nd One Week Tourism plan for 50 participant		
Mar 2020							
Apr 2020					3rd Awareness on Social Tourism & demand generation of 50 participant		
May 2020				4th Awareness Program in 20			4th Monitoring and Evaluation by external

				villages			agency
June 2020				5th Awarene ss Program in 20 villages	3rd One Week Tourism plan for 50 participant		
July 2020				6th Awarene ss Program in 10 villages			
Year III							
Aug 2020				Connecti ng commun ity represen tative with Center	4th Awareness on Social Tourism & demand generation of 50 participant		
Sept 2020				Form Filling Activity			
Oct 2020					4th One Week Tourism		5th Monitorin g and

					plan for 50 participant		Evaluation by external agency
Nov 2020							
Dec 2020					5th Awareness on Social Tourism & demand generation of 50 participant		
Jan 2021							
Feb 2021					5th One Week Tourism plan for 50 participant		
Mar 2021							
Apr 2021					6th Awareness on Social Tourism & demand generation of 50		6th Monitoring and Evaluation by external agency

					participant		
May 2021							
June 2021					6th One Week Tourism plan for 50 participant		
July 2021							
Aug 2021							7th Monitorin g and Evalution by external agency