Pudhu Vaazhvu Project, Virudhunagar District

Pudhu Vaazhvu Project is an empowerment and poverty alleviation project implemented by the Rural Development and Panchayat Raj department of Government of Tamilnadu with World Bank assistance. The project is implemented over a 6 year period extended up to September 2014 at an outlay of Rs 717 crores. The Project covers 2509 village panchayats in 70 Backward Blocks in 16 districts. Though the project was launched in November 2005, effective implementation has commenced only from August 2006. Now with additional financing, the project has expanded its operations to 10 more addition districts covers 1661 VPs in 50 backward blocks for a period of 3 years till September 2014 with an outlay of Rs.950 crores.

The target populations of this project are the Very poor, Poor, Disabled and Vulnerable and marginalized communities.

Non negotiable principles

All activities of the Project are implemented by adopting key non – negotiable principles of the Project.

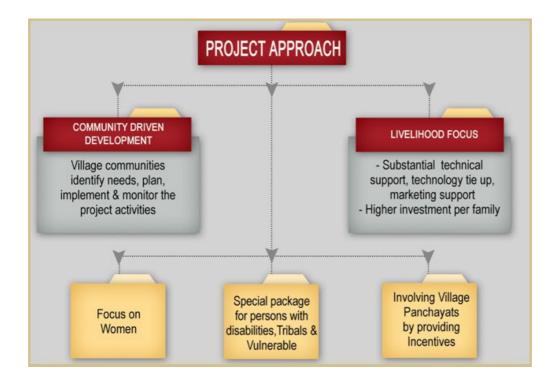
- ❖ Inclusion of the poorest & disadvantaged 90% of Project funds for very poor and vulnerable.
- **Equity** to the disadvantaged especially women.
- ❖ Participation All decision based on participative processes, involving at least 60% of the target poor.
- **Facilitating Style** of functioning by officials and staff.
- **Transperancy & Accountability** ensured at all stages of Project implementation.

OBJECTIVE / VISION

To empower the poor by improving their livelihoods and reducing poverty by:

- ➤ Developing, strengthening pro-poor local institutions at the village level.
- > Building the skills and capacities of the poor.
- > Enhancing their livelihoods by financing demand driven sub project investments.

PROJECT STRATEGY / APPROACH



Organizational Structure - District Project Management Unit

District Pudhuvaazhvu Society has been formed with the Chairmanship of the District Collector to implement the project. At the village level Village Poverty Reduction Committee will be form in all village panchayats.

1. Accountant (2)

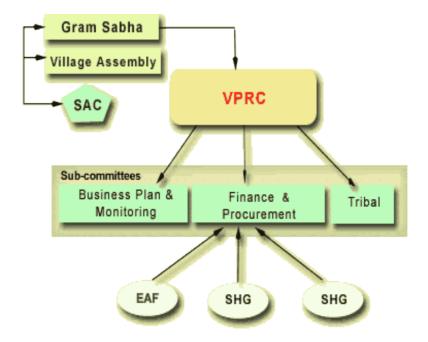
3. MIS Assistant (1)

2. Admin Assistant (1)

4. Office Assistant (1)

Village Level:

At the village level the implementation agency is an exclusive organization by name Village Poverty Reduction Committee (VPRC) and is vested with the responsibilities of project implementation at the village level.



INSTITUTIONAL BUILDING TO SHG/VPRC/ SAC FORMATION

Developing Pro-poor, autonomous and accountable institutions with target people's representation to implement the project at the village level. The Project forms Community Based Organisations like VPRCs, SACs, SHGs, PLFs, EAFs from among the poor.

The Village Poverty Reduction Committee(VPRC)

The Village Poverty Reduction Committee (VPRC) is a community organisation formed under the project predominantly with the representatives of the target population. Each hamlet of the Panchayat is represented by a woman SGH member from the target population. A PLF office bearer a representative of the differently abled, 2 members from youth are also nominated to VPRC by Grama Sabha. The Village Panchayat is the EX-officio Chairperson of the VPRC.

Social Audit Committee(SAC)

Social Audit Committee(SAC) is constituted by Grama Sabha which plays the role of guardian of project principles during the project principles during project implementation. The committee of accountable to Grama sabha and reports to grama Sabha on regular basis.

Self Help Groups(SHG)

Self Help Groups(SHG) the left out target poor, and persons with disability are formed into self help groups with 10-20 in a group or 5 - 10 in the case of persons with disabilities. The Members in the SHG are given training,to build their capacities and encouraged to save money. They are then linked to banks, Government Schemes and access funds to start livelihood activities. The SHGs are monitored by CSTs(Community SGH trainers) who have been developed by the project.

Panchayat Level Federation (PLF)

All SHGs in a Village Panchayat form a federation. The Panchayat level Federation of SHGs is a forum to share their experience and to voice their problems. PLFs provide sustainability and self reliance to the SHGs.

SPECIAL FOCUS ON DIFFERENTLY ABLED

Empower and mainstream the differently abled and most vulnerable by proactively including them during social mobilisation and institution building of the Project thereby providing livelihood opportunities, quality of life and securing their dignity. The project has been able to reach the marginalized like the differently abled, vulnerable and tribals and bring them into the mainstream. Apart from assisting differently abled SHGs, financial assistance is also provided by the VPRCs to differently abled and vulnerable persons individually for starting livelihood activities. Some of the Project interventions are:

- Disability assessment.
- National ID cards.
- Aids and appliances.
- Self help groups for the differently abled.
- Medical care.
- Vocational skill Training.
- Individual assistance for livelihoods.
- Economic activity groups.
- Old age Pension.
- Insurance Scheme.

LIVELIHOOD PROMOTION

1.SKILL TRAINING

Job oriented skill training for youth leading to employment in Corporate sector or self employment.

2. ECONOMIC ACTIVITY / FEDERATIONS

Promoting individual livelihoods through small loans from VPRCs or through the livelihood corpus available with Panchayat Level Federations (PLFs) of SHGs. Promoting small group activities through Revolving fund and other Bank linkages.

3.AMUDHA SURABI

Amudha Surabi is a corpus fund of minimum Rs 10 lakhs, given to each VPRC to help SHG members to start economic activities. This fund will be managed by the PLFs on behalf of the VPRCs. The PLF will provide loans to SHG members at reasonable rates of interest giving priority to the target population while sanctioning the loans.

4. Primary Production Activities by Individual / Groups

The vulnerable and differently abled families are assisted by special fund and SHG members are encouraged to take up viable livelihood activities through internal loans or through ASF. The livelihood activities promoted in this stage are dairy, goat rearing, poultry, farming, piggery, petty shops, garments, flowers, grass, vegetable, paddy, ragi, cotton cultivation in the leased lands, toys making, thatch weaving, hand loom weaving, mat, napkin preparation, brick making, artificial jewellery, inland fishing, catering, nurseries, broom stick making, charcoal making, coconut sales, centering and welding works.

5. Common Livelihood Groups for Support Services

A group of minimum 10 members doing similar livelihood activities are encouraged to join together to form CLG / Producer group.

- > Planning for improving business activities.
- > Common procurement of raw materials.
- > Creating infrastructure for storage, processing outputs, commodity movement, etc.
- Collective marketing and extension services.
- > Structured training and exposure visits to its members, to improve the quality of products.
- ➤ Convergence services with local governments and line agencies.

6. Higher Level Livelihood Federations for Sustainability

Economic Activity Federations are also promoted by the Project in different sectors. These are registered bodies under Tamil Nadu Co-operatives Societies Act, 1975. Some of the federation activities are agarbathi production, coir making, dairy, goat rearing, floriculture, garments, silk weaving, brick making etc.

ACTIVITIES CARRIED OUT IN VIRUDHUNAGAR DISTRICT

ORIENTATION TO STAKEHOLDERS

1. Orientation to District Level Line Department staffs

Project orientation workshop was conducted to District Line department officials headed by the District Collector on 01.07.2011. The Project Officer, Mahalir Thittam, District Social Welfare officer, Special officer, VDCC Bank, District Differently able welfare officer, District Manager, THADCO and others were attended.

2. Orientation to Panchayat Presidents

Project orientation programme to



Panchayat Presidents was conducted on 01st July 2011, 07th July 2011 and 17th November 2011 to 46, 48 and 27 Village Panchayats of Sattur, Vembakottai and watrap blocks respectively. The union counselors, Panchayat Presidents and vice presidents were totally 210 Participants were attended.

3. Orientation to Panchayat Level Federations:

Project Orientation to the representatives of Panchayat



Level Self Help Group federations was conducted to 4 blocks.

4. Orientation to Block level Officials:



The project orientation programme for the Block Level Officials, Line Departments and Bank Managers was held at Sattur, Vembakottai, Watrap and Narikudi blocks.

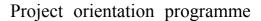
Orientation to NGOs:

5.



Project orientation to the Non Government Organizations in Sattur, Vembakottai, Watrap and Narikudi blocks was conducted. NGO Secretaries, Directors, Representatives were attended.

6. Orientation to Panchayat secretaries





to Panchayat Secretaries was conducted

7. Orientation to Bank Managers



Project orientation programme to Bank Managers was conducted on 04.08.2011, 14.11.2011 and 16.11.2011 of Sattur, Vembakottai, watrap and Narikudi blocks.