

Action Research Project on

**Enhancing SHGs Movement for  
Livelihood Promotion  
in Ipperu GP of Anantapur District,  
Andhra Pradesh**

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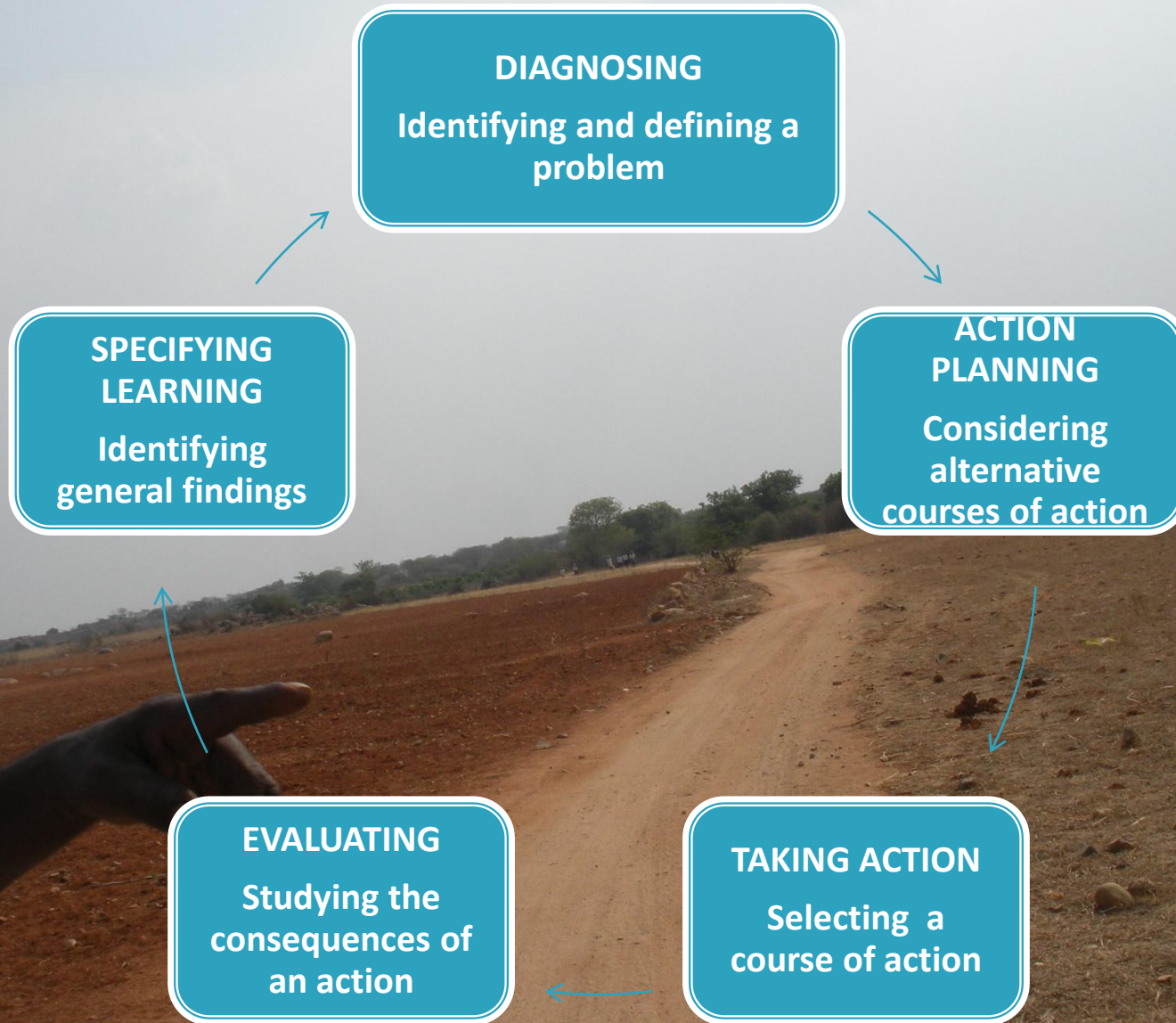
## Rational of the study

- Though many capacity development and developmental programmes are being taken up by government and various agencies it is not being monitored in terms of quality and impact on SHGs
- Though SHGs are formed and supported with revolving fund, etc, still the performance is not up to the desired level due to various reasons

## **Objectives:**

- 1. To conduct a household survey focusing on socio-economic behaviour**
- 2. To analyse & strengthen the institutions available for SHGs at village level**
- 3. To expand the skill development activities for livelihood generation**
- 4. To strengthen convergence between Animal Husbandry programs for economic upliftment of SHGs**
- 5. To enhance the capabilities of the *para-workers* for livestock management**
- 6. To prepare a process documentation on the Action Research**

# Stages of Action Research at Village level



## Selection of the study village

### Based on the :

- Presence of SHGs,
- Existing opportunities for strengthening animal husbandry activities,
- Dairy activities and further expansion possibilities to develop at village level
- People's attitude and desire for learning



## Study Area

1. Name of the Village : Ipperu Grama Panchayat  
consisting three villages –  
Ipperu, Antaraganga and Nagireddypalle
1. Name of the District : Anantapur
2. Name of the State : Andhra Pradesh

# Methodology

1. **Sample size** : Entire population of three selected villages
2. **Data collection** : Both Primary and Secondary Source
3. **Tools and Techniques:**

**Tools:** Questionnaires, Schedules, Interviews, focus group, Observations, Rating and Attitude Scales

**Techniques:**

Participatory Rural Appraisal: Socio-Economic Matrix, Problem Analysis, SWOT Analysis, Social Mapping, Resource Mapping, Transect Walks, Seasonal Calendar, Ranking Exercise, Venn Diagram, Livelihood Analysis, Decision-making Matrix, Case Profiles, Sustainability analysis, Future Vision.

4. **Analysis:** Qualitative and Quantitative analysis

# Role of RDT

## ▶ Collaborating Agency:

1. Dist. Administration &
2. Rural Development Trust, Anantapur (NGO)

## Role of RDT-NGO to assist NIRD in the following:

1. Selection of Gram Panchayat with the help of District Officials
2. Training and Capacity building of stake holders: para-workers, animators, SHGs, VOs



# Action Research Project launched on August 17<sup>th</sup>, 2012



# Baseline survey /Household survey

- Household survey extensively covered the socio-economic characteristics of SHGs members.
- All the members of the SHGs were interviewed through house-to-house visits in three villages – Ipperu, Antaraganga and P. Nagireddypalle of the Ipperu Grama Panchayat.
- The major parameters like, Age, Caste, Education, Status of the House, Marital Status ,Occupation, Agricultural land owned, Monthly Income, livestock data and pattern of accumulation of existing animals and existing market facilities, fodder sources, Nature of membership in the SHG and their association with SHGs in terms of years of existence have covered in social indicators.

# Socio-economic Profile of Ipperu Grama Panchayat

<b>S.No</b>	<b>Caste-wise</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>Population</b>				
<b>1</b>	<b>SC</b>	<b>219</b>	<b>192</b>	<b>411</b>
<b>2</b>	<b>ST</b>	<b>24</b>	<b>19</b>	<b>43</b>
<b>3</b>	<b>BC</b>	<b>406</b>	<b>412</b>	<b>818</b>
<b>4</b>	<b>OC</b>	<b>190</b>	<b>162</b>	<b>352</b>
<b>Total</b>		<b>839</b>	<b>785</b>	<b>1624</b>
<b>Percentage</b>		<b>51.66</b>	<b>48.34</b>	
<b>Gender Ratio</b>		<b>839:785</b>		

## Literacy and Education

- Illiteracy 51.5%%
- Women Literacy 56.7%
- Men 43.3%
- Elementary education 18.4%
- High School Education 32.7%
- Secondary education 6. 21%
- Higher education 16%
- Two Anganwadi centers

## Ultra Small Branch

**Distribution of Rs. 34 lakhs of loans to 16 SHGs and Janatha Passbooks to poor farmers on 6<sup>th</sup> Oct 2012. The process of the distribution of government benefits were coordinated by Andhra Pragathi Grameena Bank (A.P.G.B), Anathapur**

**The initiative of A.P.G.B is a good beginning for the villages for increasing their banking activity, which would further enlarge the domain of livelihood activities.**



# Constitution of Committees

Women

- Women Centered

Village

- Development Centered

Agriculture

- Agriculture Centered

Animal  
Husbandry

- Animal Husbandry

# Formation of committees

- Developmental Committees were formed based on the suggestions of the Action Research Project in three villages of Ipperu Grama Panchayat during the period of 26<sup>th</sup> to 28<sup>th</sup> November, 2012.

- The committees :

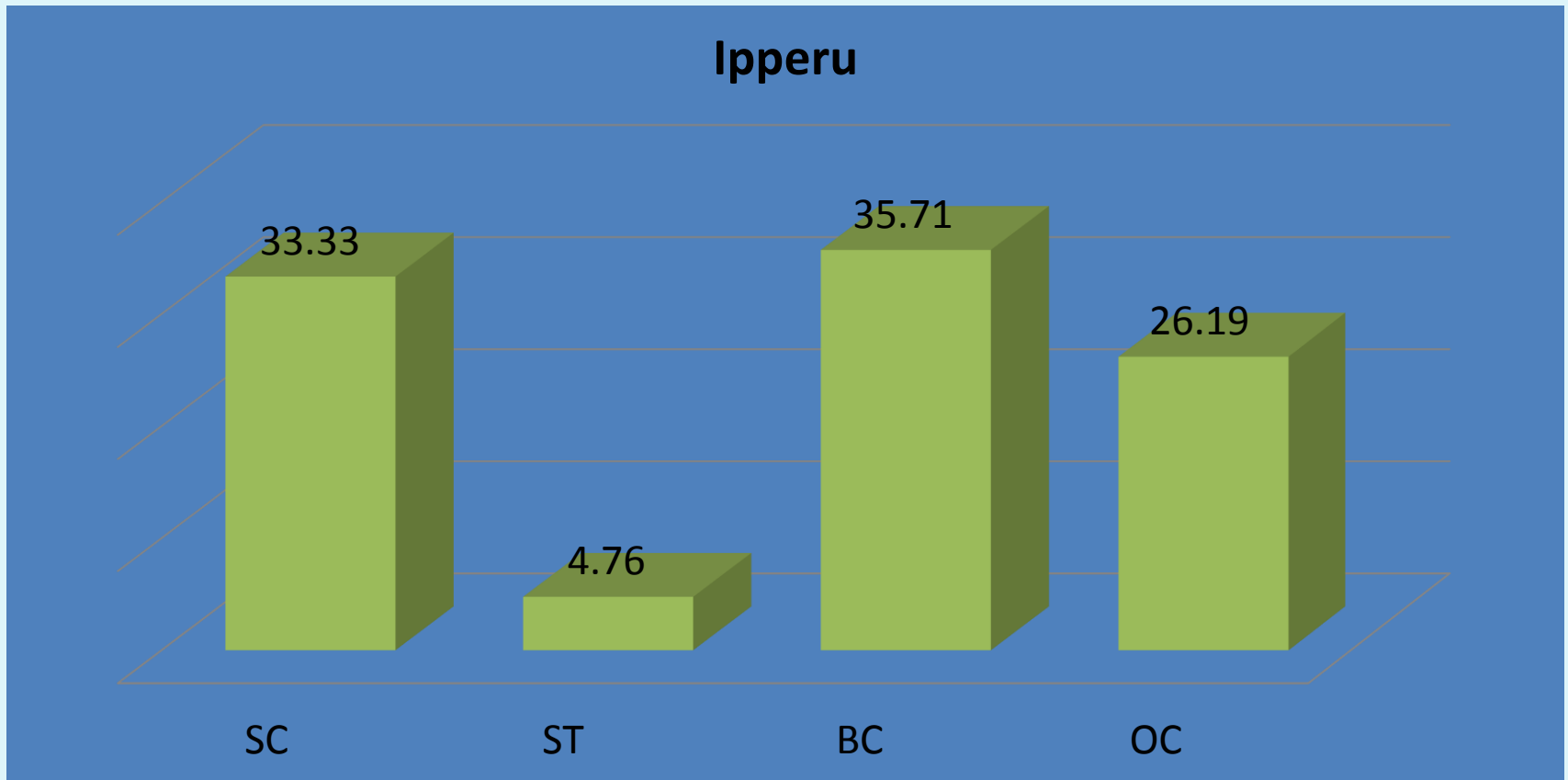
1. Skill Development Committee
2. Farmers Development Committee
3. Livestock Management Committee
4. Market Linkages Committee
5. Loan Recovery Committee
6. Grievance Redressal Committee
7. Water and Sanitation Committee

## Structure of the Committee

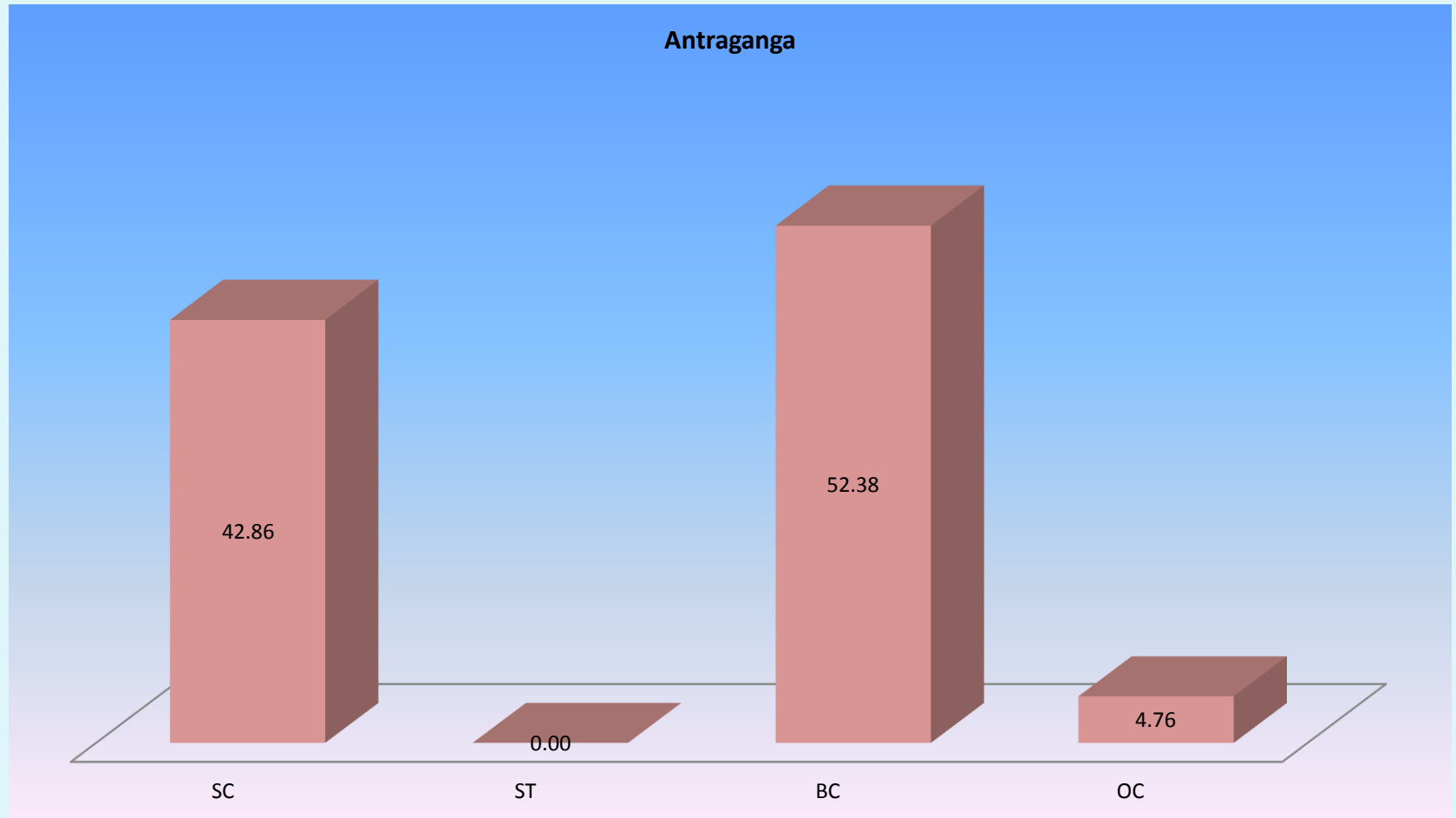
- Each committee consists of 6 members representing 2 men, 2 women and 2 youth aged between 25 to 35
- The members are selected based on their commitment towards social development in general and village development in specific and those who have pro-development and pro-poor
- Each village is comprises 7 committees
- Total members from each village are 42 and from three villages **total 126 members**
- Total **women members** in these committees are **60**



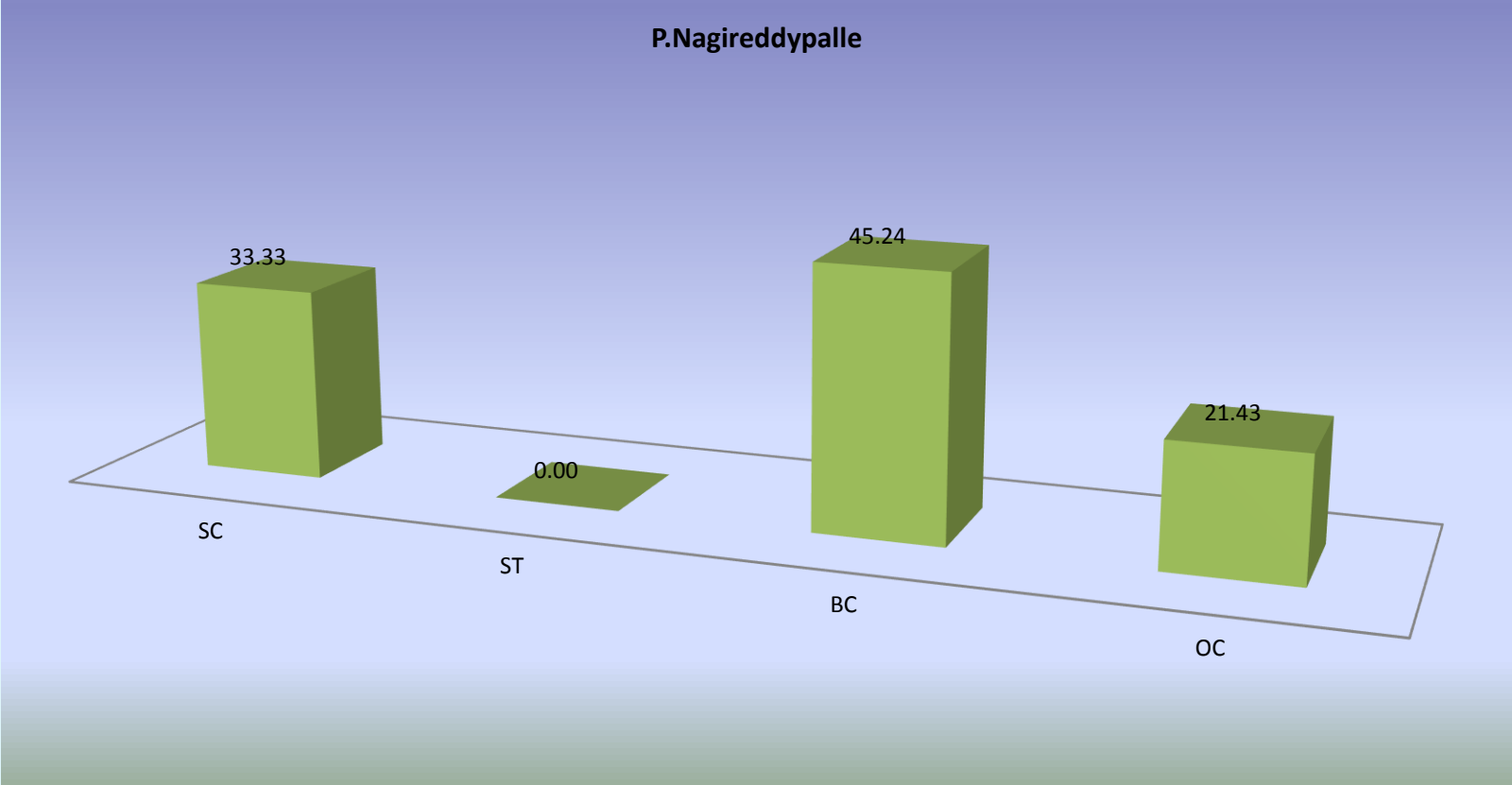
# Social Composition and Membership of Committees in Ipperu



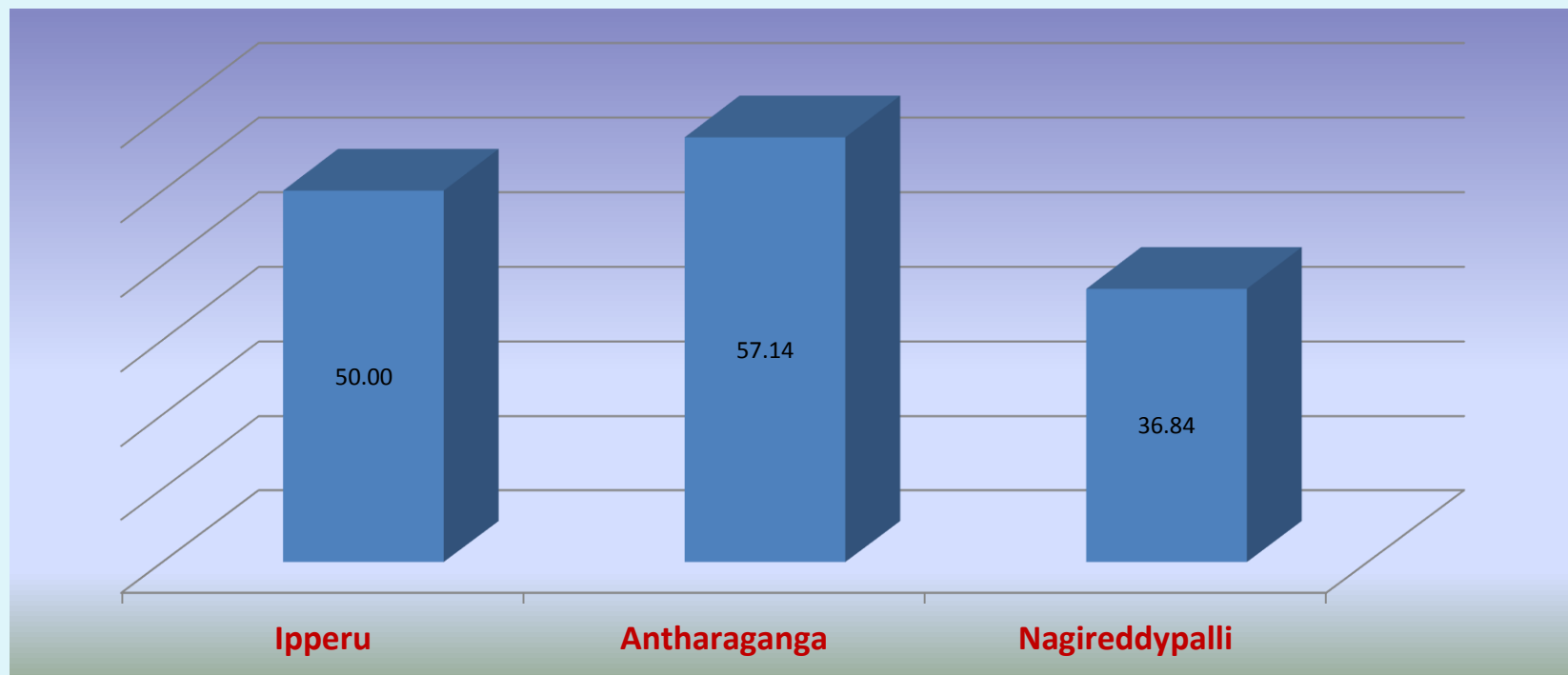
# Social Composition and Membership of Committees in Antaraganga



# Social Composition and Membership of Committees in P.Nagireddypalle



# Women's distribution in the committees (Village wise)



- ▶ The formation of these Committees is intended to provide space, voice and resources for SHGs and for reducing their dependence on external Agencies.
- ▶ These are being promoted at the village level to take responsibilities for a variety of development activities, which include management of natural resources, employment generation, and human resource development.
- ▶ Each of these Committees is interdependent in nature.

## Identification of Issues

- Repeated crop failures
- Indebtedness
- Reduction in the productivity
- Lack of irrigation
- Inadequate Water Supply
- Shortage of Fodder
- Inadequate supply of Agricultural waste as fodder
- Lack of Facilities for Milk Procurement and Marketing
- Inadequate Subsidized Loans for Milch Animals
- No Insurance Coverage
- Lack of Coordination, Convergence and Networking

## *Training Need Analysis*

- Duration 06-08 Feb 2013
- The AR Team had interacted with all the Committee Members and tried to find out their problems, issues, and training needs

# Interaction with SHG members

## Issues raised



*ARP Team with SHG Members*

- Technical training for youth
- Tailoring and embroidery for women
- Water facility for all purposes
- Community bore wells for agriculture as well as for drinking purpose
- Regular veterinary camps in the village etc.
- Government loans for live stock development



# Major issues raised in the village



*Members interacting with ARP Team*

## Issues raised

- Basic training or technical assistance to all the youth.
- Problems with local Bank authorities.
- Water problem

# Preparation of Action Plan

- Strengthening institutions to make available for SHGs at village level
- To impart various skill development trainings
- Market scan for various entrepreneurship programmes
- Developing *para* workers for livestock management
- Convergence of Animal Husbandry programme for development of SHGs for economic upliftment
- Documentation of the entire process

- ▶ After the Training Need Analysis the ARP Team had Organized an Exposure visit of SHG members to Orvakal, Karnool.

## Purpose of the visit

- ▶ The purpose of the exposure visit is to learn from the experiences of others by direct interaction. It is a practical learning process since the learning takes place from real life situations of other members. Exposure visits help a lot in skill enhancement too.

## **1. Orvakal Visit:**

- The ARP Team had organized an exposure visit of SHGs of three villages of Ipperu GP to Orvakal .
- Date of visit : 22<sup>nd</sup> March 2013.
- Purpose of the visit
- Number of Participants :25
- Place visited : OMPLIS, Orvakal , Kurnool district,



***Interactive session with Orvakal SHG leaders***



***Interacting with Vijayabharathi***

# Exposure visit to Orvakal and horizontal learning



## 2. Orientation Programme at NIRD

- NIRD has conducted an Orientation Training Programme on Action Research Projects of Gram Panchayats .
- **Duration of the Program** : From 12<sup>th</sup> to 15<sup>th</sup> April, 2013.
- **Objective** :To create an exposure to various activities of Action Research.
- **Stake holders**: NIRD- CHRD Action Research Project SHG Members of Ipperu GP.
- **Output** : They had interaction with other stakeholders of various states in the programme. They learnt the best practices of SHGs, Action Research, Gram Panchayat, Social Audit, Village development activities etc in the programme.



*Participants at NIRDPR*

### 3. Veterinary Camp at Ipperu GP:

- Date of the Veterinary camp on 13<sup>th</sup> May, 2013.
- Purpose of the camp: To provide veterinary services to the animals of the Ipperu GramPanchayats .
- Treatment: Around 150 Animals of different types like buffaloes, cows and Bulls were treated for veterinary problems and got vaccinated.
- Artificial insemination and pregnancy diagnosis are carried out at the camp. All the medicine worth of Rs20, 000/- for diseased animals has been distributed free of cost to the owners of the animals.



*Veterinary staff with AR Team*



*Doctors diagnosing the animals*

# Veterinary camp



*Veterinary Doctor counseling the Livestock owners*



*Free medicine distributing to owners of the livestock*





## 4. Home based product training programme at RTP, NIRD (14-18, May- 2013)

- ▶ Purpose of the training:
- To ensure the participants to learn the required skills in their interested areas.
- The major activities learnt:
- Phenyl making
- Agarbathi making
- Acid making and
- candle making.
- The participants were taught every aspect of the activity in detail with practical preparation of the products.



*Participants With AR Team*

## 5. Handmade Paper Bags Making Training at RTP-NIRD (25-31, May 2013)

- ▶ Objective:
- To give skill based training on their interested areas like Hand Made Paper Bags making.
- Training Institute :RTP , NIRD.
- Output: Participants learnt all the techniques involved in making the paper bags, approximate cost of the finished products, and sources /chances of loan facility from local banks.



## 7. Handmade Soap Making Training at RTP (June 18- 21, 2013)

- Venue:- RTP, NIRD, Hyderabad.
- Participants: About 10 participants from Ipperu Gram Panchayat have undergone the training program
- Output: The participants were taught about different designs of soap making. and practically involved in learning how to mix different ingredients to prepare the soap



*Participants with AR Team*

## 8. Vermi Compost Training at RTP (27 June-29<sup>th</sup> 2013)

- Training Institute: RTP, NIRD, Hyderabad.
- The participants learn different types of vermi composting such as methods of vermi compost, different materials requiring for Vermi composing.



*Participants at NIRDPR*



## 9. Leaf Cups Making Training at RTP (July 4-5, 2013)

- Training Institute: RTP, NIRD, Hyderabad
- Output:-The participants were taught about the product of leaf cups, different designs of leaf Cup making and the raw materials required for making the end product.
- Apart from in-house training program, the participants were taken to nearby industrial place in Rangareddy district to have the participants a good exposure on the ongoing training.



*Participants with AR Team*

## 10. Herbal Products Making Training at RTP (23-26<sup>th</sup> July 2013)

- The purpose of the training was to enhance the skills among the SHG members to have better livelihoods with better income.
- **Participants:** Fifteen Women members from Ipperu Village have participated in the training program .
- **Out put:** The participants learnt all the technical methods involved in herbal products making.



# 11. Dairy development Training at RUDSETI (Nov 13-25,2013)

- This training program was organized in association with RUDSETI, Anantapur
- Objective of training : to benefit the Self Help Groups' members of Ipperu, GP by way of providing the required skill development to improve the dairy products and livestock as well.



*Participants learning in the Training Class*



*Participants learning practical experience*



*Participants with certificates given by the RUDSETI*

## 12. Training program on driving course for unemployed youth (30<sup>th</sup> Nov 2013 to 14th Feb 2014)

- Purpose of training: To train the unemployed youth in driving, soft skills and personality development.
- Duration of Training: 75 days
- Training Institute: RDT, Anantapur
- Participants: Youth from two villages of Ipperu and Nagireddypalle have undergone the training program



*Participants at driving school*



*Participants Learning driving*



## 13. Tailoring Course for SHG women

- Duration of the training : Two months;(program started on 19<sup>th</sup> December)
- Venue of training : RDT School, Nagireddypalle.
- Number of Participants: 75 interested SHG women members have undergone this training
- Training Schedule: from 9.30am to 4.30pm
- To train the candidates a skilled tailoring teacher is arranged.
- Certificates was issued at the end of the training program.



*Tailoring Teacher taking the class*



*Trainees taking the note of the Teacher*

## 14. Solar light training (December 3-4, 2014)

- Number of people received training :  
10 members from the three villages.
- Training dates: December 3-4, 2014
- Installation of solar lights in the three villages : December 19, 2014.
- Total no. of street lights installed : 30



# 15.Village Library Inauguration



# 16. Distribution of dustbins in Ipperu Gram Panchayat, Action Research Village.



# Wealth Ranking

- **Objectives:**
- To estimate the economic position of the villager, To know the level of consumption and purchase, To know the position of debts of the households, To know the income level from different sources like from movable and immovable properties.
- **The major parameters** like the expenditure spent on daily items such as food, clothing, education, health, transport, etc have been taken to go deep in to the study.
- Team has done survey of wealth mapping from 4<sup>th</sup> June 2013 by using **Recall Method** to collect the **data of 851 households** in three villages of Ipperu GP of Anantapur district .
- The collection of the above mentioned household survey has successfully been completed and analysis of data and report writing has been in progress.



*Field Assistants interviewing the householders of Ipperu GP*



*Field Assistants interviewing the householders of Ipperu GP*

# Impact of Capacity Building Programmes

# Impact of Capacity Building Programmes

- With the training programmes, many of the trained people have started some activities either individually or collectively.
- The activities include: Activities related to Animal husbandry, Phenyl making, Hand Bag Making and Surf Making ,tailoring, driving etc.

# Improved techniques for farming and dairy development





# Impact of Animal Husbandry

## 1. Case study of Sheep rearer-Agricultural labour to micro Business woman

One woman, who is an illiterate and has two children, Elder one is a girl she is pursuing 5<sup>th</sup> Standard in government school. Second one is boy, he is studying 3<sup>rd</sup> standard in adjacent village. Her husband is a daily wages earner; they have two acre agricultural land. With income they are earning is not sufficient to lead the family. She is one of the members in “Santana Lakshmi SHG”. She came to know the training program how to rear sheeps with a handful of techniques from Dairy development and to rear animals. She and her husband worked together to rear the animals. Initially they invested amount 28,000/- for buying sheeps, rearing and providing supplements to sheeps (including of medicine, Nutrition) is 4500/. She sold for the amount 49,000/- the profit she received was 16,500/- for a period of 3 months at initial period. Second time she invested 36000/- to buy sheeps, the cost for the maintenance is 5000/-. She sold the sheeps for 55000/- .The amount she gained as a profit is 14,000/- for a period of three months.



**2. Case study:** One woman who was rearing the milch animals was a literate but didn't have much knowledge how to develop and sustain family she has three children they all are studying in government institutions. Elder daughter –TTC, second daughter is studying Intermediate and third one is boy; he is pursuing 3<sup>rd</sup> class. She is an Asha health worker; she struggled a lot to maintain family with less income. She is one of the members in the Vijaya Lakshmi. She and her husband went to market and bought a buffalo and she doesn't have knowledge to rear the animal. After getting dairy development training, She received the help from resource persons in village i.e. Gopala Mithra to supplement the nutrition to the animals. The knowledge learnt from training put into practice She invested the amount 4800/- for all purposes including of *grass, Dhaana and medicine*. She earned the income 24000/- per year including of all sources (Through milk, from fertilizers). The profit she gained is 19600/-. Now her family members are leading a happy life.



# Phenyl Making

- A group of seven SHG members of Ipperu village started phenyl making.
- They planned to start phenyl making by contributing Rs250/-per head as an initial investment. It was around Rs: 1700/- altogether.
- With this amount they bought some material required and started the activity.
- They have made 101 bottles of phenyl.
- They sold finished product at the rate of Rs 40 each bottle and got Rs:4000/- profit.



*Members mixing the material*



*Members processing the Phenol*



*Finished product*

## Surf Making

- The seven trained participants of Ipperu GP stated Surf making activity.
- The members are selling the product at local level.



*Members packing the finished Surf*



*Members processing the surf material*

# Paper bag Making

- Apart from the above activities, there has been an individual activity of Paper Bag Making .
- **Members** :Three interested young people from Nagireddypalle.
- **Place**: Nagireddypalle of Ipperu GP
- At present these people are selling the paper bags at local level only.



*Paper bag making*



*Finished Paper bags*

# Tailoring

- ▶ Action Research team for providing an opportunity to undergo different useful training programmes e.i tailoring etc. which helped in improving their economic conditions as well as their livelihoods.



# Tailoring







# Vermi compost:

- ▶ After training program of preparing vermi compost, one member came forward to implement the production and supply of vermi compost for his farm as well for other farms also to bring out the fertile land for good agriculture land.



**Driving** : Some of the youth developed skills of driving and now earning for their livelihood, got employment in driving sector, that make them to earn around Rs. 7000 pm.



## **Swachh Bharat Mission program :**

The cleanliness drive has been taken in the three villages:

- Schools and premises
- Anganwadi center and premises
- Velugu building
- Market places
- Streets
- Drainage canals
- Panchayati office premises
- Near temples in the village
- All street roads
- Households premises

# Swachh Bharat mission in Ipperu GP



*School Building and way to village from main road*



Success stories of households in the study villages

The households empowered through the skill development training programs : With the skills households are earning the income and these households have become an inspiration to others. Among them, they all are supporting to the development of their villages by becoming a micro entrepreneurs in the village

# Future plans:

To bring out sanitation in the study villages

- Schools, Hospitals, Markets, Streets
  - Premises of households
  - Avoiding open defecation
  - Imparting culture of cleanliness
- 
- Education awareness
  - Healthy habits
  - Work culture
  - Savings –natural sources and money
  - Reducing alcoholism, smoking behaviors
  - Imparting the behavioral modifications

# Awareness Camps

- SHG role in development
- Employment – skilled and unskilled
- Livelihoods – farm, non-farm, dairy and Agriculture
- Role of animal Husbandry in livelihoods and income
- Education – Primary and secondary education
- Government Welfare Programmes
- Agriculture – crops, seasonality, markets and risks
- Health – Women and Children, Old age and
- Hygienic – Toilets, Bathroom and washing hands, drinking water, Food etc.



*Thank you*