

Mahila Abhivruddhi Society, Andhra Pradesh (APMAS)

ANNUAL REPORT 2016-17

Holding Hands: Towards a Model Village



Financed by Aurobindo Pharma Foundation





MISSION

Transform Borpatla in Telangana
and Peyyalapalem in Andhra Pradesh
into Model Villages through a
community-led process towards an
inclusive and holistic development

Mahila Abhivruddhi Society, Andhra Pradesh (APMAS)

Holding Hands: Towards a Model Village

apmas

HIG 11 & 12, HUDA Colony, Taneshanagar

Manikonda, Hyderabad – 500 089

Ph: + 91 08413 403118 /20

Website: www.apmas.org

Email: info@apmas.org





Holding Hands: Towards a Model Village

1st Annual Progress Report (2016-17)

June 2017

Prepared by : Model Village Team, APMAS

Field Team : 1. Bhalla Venkatswamy, Project Officer, Borpatla
2. RYVSV. Bhaskara Rao, Project Officer, Peyyalapalem

HO Team : 1. Bandla Venkatesulu, Project Manager, Borpatla & Peyyalapalem
2. A. Kumaraswamy, Engineer, Model Villages & Joint Director, Admin
3. Sujata Bahot, Project Officer, Model Villages & Research
4. S. Lakshmi Prasanna, Assistant Finance Officer
5. D. Nagendra Babu, Assistant Finance Officer

Edited by : Sujata Bahot and A.Kalamani, COO

Guided by : CS Reddy, CEO and A.Kalamani, COO

Design & Printing : dhrutidesign

Supported by : Aurobindo Pharma Foundation

Published by : **apmas**
HIG 11 & 12, HUDA Colony, Taneshanagar
Manikonda, Hyderabad – 500 089
Ph: + 91 08413 403118 /20
Website: www.apmas.org
Email: info@apmas.org



ANNUAL PROGRESS REPORT

FOREWORD	1
MESSAGE	2
THE BACKGROUND: HOW IT ALL BEGAN	3
THE VILLAGES: OUR CHOSEN PARTNERS!	4
EXECUTIVE SUMMARY	5
THE BEGINNING: TAKING THE FIRST STEPS	6
THE PLANNING & THE PROGRESS: BRASS TRACKS	7
1. HUMAN RESOURCES DEVELOPMENT - STRENGTHENING INSTITUTIONS	
1.1. Village Development Committee (VDC)	8
1.2. Self-Help Group Strengthening	10
1.3. Other Engagements to stimulate the infinite potential	11
2. WATER AND SANITATION IMPROVEMENT	
2.1. RO Water Plant: A Social Enterprise	12
2.2. Towards an Open Defecation Free (ODF) Village	14
2.3. Environmental Hygiene	15
2.4. Well repair	15
3. SIGNIFICANT IMPROVEMENT IN THE QUALITY OF HEALTH SERVICES	
3.1. Interventions in Borpatla	16
3.2. Interventions in Peyyalapalem	17
4. SIGNIFICANT IMPROVEMENT IN THE QUALITY OF EDUCATION	
4.1. School Profile	18
4.2. Infrastructure Development	18
4.3. Investment in Quality of Education	18
5. INFRASTRUCTURE AND ENVIRONMENT IMPROVEMENT	
5.1. Lighten up the Village with Solar Street Lights & LED Lights!	21
5.2. CC Roads	22
5.3. Public Meeting Places	22
5.4. Environment Development	22
PROJECT AND KNOWLEDGE MANAGEMENT	25
CHALLENGES	26
THE JOURNEY FORWARD	26
ABBREVIATIONS	27
FINANCE STATEMENT – APRIL 2016 TO MARCH 2017	28

Forward

APMAS, a national level resource organization, has been engaged in supporting sustainable women self-help groups (SHGs) and their federations for the past 16 years and subsequently with the farmers' organizations for a decade by providing capacity building and necessary hand-holding. It has gained considerable insight, experience and learning from its work with the SHGs, farmers, landless and their institutions. That has been able to shape our thinking and strategies to address the constraints and challenges faced by different rural communities in real life.

Aurobindo Pharma Foundation showed keen interest to follow a community-driven development approach for developing Model Villages following a holistic approach over a longer period of time by utilizing the funds under its Corporate Social Responsibility (CSR) and leveraging resources from the State Governments. APMAS took it as a challenge and worked hard to develop a holistic strategy and action plan based on participatory community needs assessment building on our long years of experience and understanding in the development sector. This was the first time APMAS has taken up such a holistic village development project and feel humbled by the successful experience of planning and implementing the project in Borpatla and Peyyalapalem villages.

The project of Model Village is about bringing behavioural change in a community for building a vibrant and well-informed society, through a community-led process towards inclusive and holistic development. The first year has been a great and challenging learning experience for us. This document captures the triumphs and trials of the one year journey through the project 'Model Village' and how it touches several lives. This is an attempt to document the process and learning of our engagement in Peyyalapalem and Borpatla villages: The model villages in the making. We believe this journey of strengthening people's institutions and community driven development will surely have sustainable impact on the communities.

We thank and acknowledge the support of Aurobindo Pharma Foundation for developing these villages into Model Villages and thank them for trusting us in facilitating and implementing the project. We are extremely thankful to Mr. K. Nityananda Reddy, Vice-Chairperson, Aurobindo Pharma Ltd & Managing Trustee, Aurobindo Pharma Foundation, Mr. Sadananda Reddy- CSR Head, Aurobindo Pharma Foundation, Mr. Narasimha Reddy, Vice President & Mr. JSS Ramaiah of Aurobindo Pharma Ltd responsible for Unit 1 located in Borpatla village and Mr. Gopinath Reddy from Peyyalapalem for their keen interest in the project, their guidance and continued support.

We are thankful to the District Collectors of Sangareddy in Telangana and Nellore in Andhra Pradesh and all the Government Officials at District and Mandal level. Our special appreciation is to the SMART AP Foundation for their support in making our dream a reality. We are also thankful to Smt. Sharda Reddy, Sarpanch, Peyyalapalem village of Nellore district and Smt. Veena Bhaskar, Sarpanch, Borpatla village in Sangareddy district, all the ward members, VDC members and frontline functionaries of both the villages.

I would like to complement my colleagues in the Model Village team who have been involved in this most important endeavour and wish them all the very best in their journey further.



CS Reddy
CEO, APMAS



Message

We are committed to create a sustainable value for all our stakeholders, particularly the village communities where we are operational by effectively utilizing the CSR funds.

In the year 2016, we have decided to adopt Borpatla village in Telangana where we have our Unit 1 located and Peyyalapalem village in Andhra Pradesh where we have our Unit 10 located. We are delighted to have APMAS as our partner in developing our chosen villages into Model Villages. Having APMAS with 16 years of experience in development sector onboard to plan and implement this initiative is a great collaboration.

I thank all the stakeholders, particularly the model village team of APMAS, Gram Panchayat, VDC, and Mandal & District administration of both the villages and SMART AP Foundation for extending their support to turn this initiative into a beautiful reality with people's participation.

It has been a great year and an interesting journey and we will work together to sustain our efforts in making these villages into Models.



K. Nityananda Reddy

Vice-Chairperson, Aurobindo Pharma Ltd &
Managing Trustee, Aurobindo Pharma Foundation





Our Philosophy

The project 'Model Village' aims at holistic development, an attempt to drive change which is based more on humanistic and democratic outlook in the village communities and driven by the people. As the preliminary steps we have emphasised more on developing social capital and forming/ strengthening people's institutions such as Village Development Committee (VDC), Sub-Committees, Self Help Groups (SHGs) and establishing close engagement with the frontline functionaries and government departments. Simultaneously, we started investing in the physical infrastructure as per the needs and requirements of the village. We believe in strengthening community's voice, supporting their ideas of development and local people taking the lead. We are just holding hands of the village communities in their journey towards becoming a Model Village.

THE BACKGROUND: HOW IT ALL BEGAN

A village is called a Model/Smart village when it has a strong community involvement and participation in decision making. When a village takes the ownership of its resources and adopts sustainable, innovative and latest methods to conserve their resources. The village where the institutions of service delivery like Schools, Anganwadi, Administrative Offices, Panchayat etc. are effectively functioning. A village which is open defecation free (ODF) and ensuring basic facilities like clean drinking water, livelihood options, and good quality of health and education services for its people belonging to all sections. A village which is free from child labour, child marriage, infant mortality, maternal mortality, untouchability, domestic violence, and inequalities. The model village shall attribute to the following major features:

Human Development

- Building social capital
- Strengthening people's institutions
- Participatory decision making
- Good governance
- Uphold human rights and dignity
- Promote gender equality & social inclusion
- Influence personal & community behaviour

Sustainability

- Affordable health services
- Smart education
- Safe drinking water
- Personal & environmental hygiene
- Housing & livelihood
- Village development plan (software & hardware)
- Resource mobilization (own contribution, funds from the panchayat, government & other sources)
- Transparency and accountability

Model Village

Technology

- Access to information
- Eco-friendly technologies
- Renewable resources
- Delivery of government schemes (bio-metrics)
- Use of information & communication technology in farming & accessing services
- E panchayat

Connectivity

- Physical connectivity within and outside the village and affordable means of transport
- Technology & digital connectivity
- Financial / resource connectivity
- Knowledge connectivity
- Institutional connectivity

"If the village perishes India will perish too", Mahatma Gandhi said. And it is this philosophy that led to the launching of 'Sansad Adarsh Grama Yojna', on 11 October 2014 with the aim to translate the comprehensive vision of Mahatma Gandhi into a reality focusing on social development at par with infrastructure development. Subsequently, the state Government of Andhra Pradesh launched 'Smart Village Smart Ward' towards Smart Andhra Pradesh and Government of Telangana launched 'Grama Jyothi' Scheme and invited partners to support

them in developing villages of rural Andhra and Telangana into model villages.

To support this initiative, the Aurobindo Pharma Foundation has adopted two villages; Borpatla in Sangareddy district of Telangana and Peyyalapalem in Nellore district of Andhra Pradesh under its Corporate Social Responsibility (CSR) and partnered with the Mahila Abhivruddhi Society, Andhra Pradesh (APMAS) for handholding the villages towards becoming model villages.

THE VILLAGES: OUR CHOSEN PARTNERS!

Borpatla is one of the Gram Panchayats (GP) of Hathnoora Mandal in Sangareddy district of Telangana. It consists of the Main Village, Backward Caste (BC) Colony and Schedule Caste (SC) Colony. This village is located one km away from the main road connecting Sangareddy, 12 km from the district head quarters Sangareddy and 4 km from the mandal head quarters. Public or private transport facilities are not available inside the village.

Aurobindo Pharma Unit 1 is located in the village and most of the households depend on this company to eke out a livelihood.

Peyyalapalem is one of the Gram Panchayats of Kodavalur mandal in Nellore District of Andhra Pradesh. It consists of the Main Village, BC Colony and SC Colony. The village is located 2.3 km away from Chennai high-way. Public and private transportation facilities are available to reach the village from Nellore. The village population is mainly dependent on agriculture. It is the birth place of Mr. Penaka Rama Prasad Reddy, one of the founder members of Aurobindo Pharma Limited.

Basic Profile of the Villages

Basic Information	Borpatla	Peyyalapalem
Total Population	1817	961
Male Population	882	470
Female Population	937	491
No of Households	578	292
No of Wards	10 (3 SC, 1 OC, 1 ST, 5 BC)	8 (1 SC, 2 BC, 3 women & 2 open)
Sarpanch	Woman (Open Category)	Woman (Open Category)
Major Occupation	Agriculture and Industrial Labour	Agriculture
ICDS Centres	2	2
Government Schools	2 (1 Primary & 1 High School)	1 (Primary School)
Drinking water source	Manjeera Water Pipeline and two bore wells	Three open wells, nine hand pumps & over-head (OH) tank
No of SHGs	47	23
No of VOs	1	1



EXECUTIVE SUMMARY

The objective of the Model Village project is to transform the village into an ideal village through a community-led approach towards achieving inclusive and holistic development. APMAS has adopted a comprehensive approach in the village for achieving this objective. By “holistic” we mean an overall development that is based more on humanistic and democratic outlooks. Our approach aims at initiating and integrating the development efforts in the important areas of building social capital, strengthening people’s institutions, improving education, health, nutrition, safe drinking water & sanitation and developing necessary infrastructure so that the outcome of our development activities will have a sustainable impact on the community in the long run.

APMAS is building the communities and volunteers through awareness, trainings, exposures and meetings which are necessary steps to achieve the objective of the model village. We have placed one full time Project Officer in both the villages who closely works with the Gram Panchayat, various sections of the community, Aadarsh Mithras (Community Resource Persons) and the government authorities. To ensure that the community-led approach is implemented, we have first focused on forming and building the capacity of people’s institutions such as Village Development Committee (VDC) and sub committees on health, sanitation and education and SHGs & their Federations for making the local governance more participatory in decision making processes.

We have achieved several milestones in the human and infrastructure development in order to make these villages as models. With the financial support from the district administration and Aurobindo we have constructed 10 Cement Concrete roads (1.5 km) and 144 Individual Household Latrines (IHHLs) in Peyyalapalem village in the financial year 2016-17. The compound walls of the Primary Schools in both the villages are repaired and

reconstructed and wall paintings were done to educate the students and villagers on social issues and healthy habits. We have installed Solar Street Lights in both these villages and planning to replace the rest of the street lights with LED bulbs for energy conservation. We have constructed and renovated Reverse Osmosis (RO) water plant with installation of Any Time Water machine in the villages and promoted these water plants as social enterprises. We encouraged sports and fitness among youth and school children and as a result, the youth and school children of Peyyalapalem participated in Nellore 10k Marathon and Borpatla school children participated in Hyderabad Kids Run 2016. The school students were given school bags, note books and school benches to study comfortably in their classes. We have also provided education volunteers in the schools to help students learn English syllabus and help to improve quality of education in the school. For improvement in the quality of education in Borpatla, we have collaborated with Vandematarm Foundation to improve the learning outcomes of students.

Peyyalapalem has achieved 12 out of 20 non-negotiables of a Smart Village (60%) in just one year of the project. Recently, Peyyalapalem received “Janama Bhoomi Maa Vooru” award from the District Collector for their outstanding work in making the village Open Defecation Free in a very short span of time. The village dynamics is very different in both the villages. On one hand, we have a supportive community to drive the development process with us in Peyyalapalem and, on the other hand, we have a tough community which is dominated by many vested political interests which is a constraint in preceding various development activities in the village. We have learned a lot in the process of developing these villages into model of sustainable development and inclusive growth. We will take our learning in the next financial year and plan it even better to overcome the challenges and achieve better outcomes from all the planned activities.



THE BEGINNING: TAKING THE FIRST STEPS

The process began with a detailed need-based study conducted by APMAS in Borpatla and Peyyalapalem in the month of January and February 2016. The problems faced by these villages are no different from the problems faced by rest of rural India such as low participation and presence of people in local governance, issues of marginalised groups and women, low awareness level of the villagers about their entitlements and rights, problem of electrification, poor infrastructure, problem of accessibility and availability of resources and poor performance in human development indicators in terms of education and health. Based on the findings of the study, the strategic interventions to address the development gaps were discussed and planned amongst APMAS, Aurobindo and the community.

The grant agreement was signed between APMAS and Aurobindo on 05 April 2016 for a two-year period. Further meetings were held with the ward members, community leaders, SHGs, marginalised communities, front-line functionaries, and the government departments on the model village concept and the proposed strategies. These initial visits and meetings resulted in developing a rapport and building trust with the communities in Peyyalapalem and Borpatla. Since the beginning of the project, it has been our effort to mobilise the community to come together as a unit and take ownership of their village and resources. The emphasis is more on making people aware of their rights and entitlements and become facilitators in the process of developing their villages into models. The following are the proposed interventions emerged through the consultative processes with various stakeholders:

Human Resource Development	This section focuses on strengthening people's institutions such as Village Development Committee (VDC), Farmer Producer Organisation, Self Help Groups (SHGs) and SHG federations, Sub-Committees on Sanitation and Drinking Water, Health and Nutrition, Education through meeting, orientation, training, exposure and resource materials.
Water & Sanitation Improvement	This section focuses on providing the villages a clean and safe drinking water with the objective of minimizing water borne diseases significantly. Our focus in sanitation is making these villages Open Defecation Free (ODF) by ensuring every household will have Individual House Hold Latrines (IHHL) and awareness on the usage and advantages of using IHHL.
Significant improvement in the quality of Health services	This section focuses especially on the health issues of Pregnant & Lactating women and Adolescent girls.
Significant improvement in the quality of Education	The section focuses on bringing significant improvements in the quality of education in the government schools by developing necessary infrastructure of the schools and also providing support to improve the quality of education.
Environment and Infrastructure Development	This section focuses on making basic amenities available to the villagers, including road connectivity, electrification, sustainable structure of IHHLs, water plant and other construction works by promoting technology which is environment friendly and sustainable like solar power, LED and plantation.

THE PLANNING & THE PROGRESS: BRASS TRACKS

What followed the initial definitions were an intricate planning, detailed structural interventions and activities with the support of Aurobindo-APMAS partnership in the villages of Borpatla and Peyyalapalem. APMAS initiated the discussions with the district administration and subsequently signed the MoU with the District Collectors (23 April 2016 for Borpatla and on 1 June 2016 for Peyyalapalem) for the necessary support and leveraging resources. The MoU copies were shared with the concerned officials for their necessary action and support both at the mandal and district level.

The Chief Planning Officer in consultation with the Collector has organised the interface meeting on 29 April 2016 at Peyyalapalem between the line departments and the communities on the development gaps in the village

and the activities to be undertaken. The Collector, CPO and other officials are met and informed about the work progress from time to time and sought clarifications on the support possible from various departments. Under SMART AP Foundation, Aurobindo Pharma Ltd was registered as a general partner and APMAS as a technical partner. In Borpatla, in spite of our best efforts and a supportive administration, the interface meeting was not held but the necessary support was made available by the authorities.

APMAS established the project office and placed the Project Officer in both the villages in the month of May 2016 to ensure close coordination with the community and other stakeholders and timely implementation of activities in an efficient and effective manner. The deliverables for a two-year project are presented in the table below and the progress made for one year period (April 2016 to March 2017) is presented under five major categories of interventions.

#	Deliverables for Borpatla and Peyyalapalem
1	RO plant is serving safe drinking water to all people
2	100% institutional deliveries (hospital/PHCs)
3	At least 40 (Borpatla) and 30 women (Peyyalapalem) accessed post natal support
4	Village will become 100% open defecation and garbage free
5	Improved health and nutrition of all nursing mothers and children
6	100% enrolment of children in school
7	Environment protection system are adopted by the village
8	Social capital will be available for the village on health, sanitation and education
9	Improved quality delivery of services by school health centre and AWC
10	Villages adopt hygienic practices
11	120 (Borpatla) and 90 (Peyyalapalem) candidates will have earnings through self employment or placement
12	Grama Jyoti Committees in Borpatla and SMART Committees in Peyyalapalem are effectively taking up village development activities



01

Human Resources Development- Strengthening Institutions

1.1 Village Development Committee (VDC)

The Grama Jyothi Scheme and Smart Village Smart Ward towards Smart Andhra Pradesh focus on the key role of Grama Panchayat for developing a “Village Development Plan” which includes a perspective plan and a monitoring & coordination plan for improved service delivery. There have been failures in the implementation of various government schemes and programmes at Grama Panchayat. Hence, the need for a Village Development Committee (VDC) was felt. It is a local body that involves participation of all sections of the communities in the local governance and decision making so that the communities will be much more informed of the planned activities, their role and responsibilities, and their entitlements. The VDC would be solely responsible for communicating village development needs to the Grama Panchayat and help Grama Panchayat in developing and implementing an inclusive Village Development Plan.

The project emphasised on the key role of Village Development Committee in transforming the selected villages into Model Villages. The formation of a VDC didn't take much time in Peyyalapalem due to the promptness of the community to accept the idea of the model village and work towards it. But, Borpatla was a different ball game. Due to some interruption, initial attempts to form VDC have failed. The vested interests influenced the behaviour of common people adversely, but Aurobindo and APMAS strove hard to quell the initial apprehensions and it was possible to make headway in Borpatla.



Role of VDC

- The VDC works in tandem with the Gram Panchayat and supports in implementation of human and infrastructure development activities.
- It is an organized structure of the village people at the local level. It provides a platform to create partnership between the community and the government for improved service delivery system.
- The VDC members discuss and finalize the needs and gaps in the village. This gives the village people an element of control and responsibility in development.
- With each person ensuring checks & balances on the VDC, it ensures proper use and distribution of funds and a greater interaction between officials, NGOs and other agencies.
- The VDC ensures the participation of all sections of society in the decision making.

Step-by-step strategy followed by APMAS to form the VDC in both the villages:

Meetings & discussions for sensitizing the community about the project

Several meetings at the grass root level with the villagers, community leaders, youth, women, school teachers and head masters, anganwadi workers and elected representatives of the Grama Panchayat on the development agenda of the project on a continuous basis.

Discussions on the follow-up action as an important agenda in the meetings.

Mike announcements in the village about the behavioural change in the community.

Organising events and meetings involving VDC members on several important occasions like prize distribution in school on Independence Day, Republic Day, Women's Day, Environment Day, plantation drive, water plant inauguration, etc.

People realised their responsibilities and decided to form VDC

After a long process of meetings and discussions, people started responding to the idea of model village. They understood the motive behind the project and their role in developing their village and started attending VDC meeting and discussing on village issues.

Process of forming VDC

Twenty people came forward to become VDC members in Peyyalapalem and 17 people in Borpatla. Grama Panchayat gave the consent on the list of the interested candidates for forming the VDC.

Election was conducted for Officer Bearers of VDC such as President, Vice President, Secretary, Joint Secretary and Treasurer.

Conducted orientation for the selected members and Office Bearers on their roles and responsibilities.

A bank account for VDC was opened in the name of the President, Secretary & APMAS Project Officer.

An active and well informed VDC started functioning in the village, for the village

Fixed 22nd of every month to conduct regular VDC meeting in Borpatla and 20th of every month in Peyyalapalem.

The VDC President, Sarpanch and APMAS Project Officer set the agenda and circulate it among all the VDC members well in advance for the meeting.

The planned activities, implementation strategies and the role & responsibilities are discussed in the meeting.

Exposure Visit

APMAS organised an exposure visit to encourage people from both the villages to lead the developmental efforts in their respective localities, by exposing them to the outstanding work done by other communities and getting them inspired of the other model villages and their local leaders.

The APMAS staff, the IKP team and the ex-sarpanch, Peyyalapalem visited the model village Venkannapuram on 30 April and observed the various developments taken place especially in terms of skill development and infrastructure development.

Conducted exposures to the Model Village Ibrahimpur, Siddipet, Telangana for the VDC of Borpatla village and to the Model Villages Burugupudi & G. Medapadu of East Godavari district of Andhra Pradesh for the VDC of Peyyalapalem village. These villages have done outstanding work in the area of waste management, ODF, skill development, education, sanitation and health and ultimately followed sustainable developmental practices.

The VDCs of both the villages took many ideas and initiatives from their exposure visits and discussed those in their respective VDC meetings to implement those in their villages.

1.2 Self-Help Group Strengthening

At the time of the baseline survey of the villages, Borpatla had 47 Self-help groups (SHGs) and Peyyalapalem had 23 which were almost covering all the women from the Below Poverty Line households. But these SHGs were having many operational issues such as irregular meetings, low attendance, improper book keeping, no SHG audits and lack of leadership rotation.

APMAS has adequate expertise in the area of SHG strengthening and placed three Community Resource Persons (CRPs) from Kamareddy Paryavekshana Samakhya in Borpatla and two CRPs from Chittoor in Peyyalapalem in the month of May 2016 to do the assessment and training of SHGs and Village Organizations of both the villages.

These CRPs audited the SHGs in Borpatla and Peyyalapalem and identified the following gaps:

- Irregular monthly meetings of SHGs and VOs
- Some SHGs were defunct
- Inadequate maintenance of the books of accounts
- Lack of skilled book keepers
- No regular savings in the groups
- No regular internal loan repayments
- No proper distribution of savings and Sthree Nidhi loans in the group
- Low attendance in Village Organisation Executive Committee (VO EC) meetings
- No SHG audits and leadership rotation

Based on the above findings and requirements, the external CRPs placed by APMAS conducted VO EC meeting to discuss the gaps in the SHGs and conducted training programmes for SHG leaders and members. Later, the Project Manager and the Project Officers took the responsibility to facilitate the monthly VO EC meetings and provided proper guidance in managing their groups. As a result of regular monitoring and guidance, all the SHGs have improved and defunct SHGs are now revived.

Table below shows the grading of the SHGs before and after the project intervention

Village	Month	Grade A	Grade B	Grade C	Grade D	Total
Borpatla	May	02	41	04	00	47
	November	44	02	01	00	47
Peyyalapalem	May	02	10	05	06	23
	December	06	08	04	05	23

Source: Rating of SHG grading was done by Sthree Nidhi ¹ in Borpatla and Velugu² in Peyyalapalem



¹ A Credit Cooperative Federation Ltd promoted by the Government of Telangana / Andhra Pradesh and the Mandal Samkahiya to supplement credit flow from banking sector

² State wide community driven rural poverty reduction project to enable the poor to improve their livelihoods and quality of life through their own organizations - SHGs & SHG Federations. It aims to cover all the rural poor households in the state with a special focus on the poorest of the poor households.



APMAS Team Voice

The model village project is a comprehensive and a holistic development model involving village community to participate and ultimately takes the ownership of all the initiatives started by the project.

Our approach aims at initiating and integrating the development efforts in the important areas of education, health, nutrition, water, sanitation etc and not just infrastructure so that the output of our development activities will have a sustainable impact on the community in the long run. For achieving sustainable development outcomes, we are working on prioritizing the needs of the community first and then working on building the capacity of people's institutions like Village Development Committee, Self Help Groups etc. Through capacity building, we aim at bringing behavioural change in the community so that they will start maintaining the resources available through the project and develop a sense of belongingness with each other and with the village.

It requires a visionary leadership and combined community efforts for any village to become a Model Village and we are focusing on achieving just that.

B.Venkataswamy

Project Officer, Borpatla Model Village

1.3. Other Engagements to stimulate the infinite potential

Village Youth: Meetings were conducted with the youth and as per their aspirations, a volley ball kit and a cricket kit were provided to motivate them towards sports and fitness besides involving them in the development activities in Peyyalapalem. A batch of 25 youth participated in Nellore 10 k run organised by Nellore Runners Society on 20 November 2016.

Janma Bhoomi - Maa Vooru: Peyyalapalem takes the honour of being nominated and winning the Model Village award announced at District level Janma Bhoomi – Maa Vooru award event. Sri Penaka Gopinath Reddy received an appreciation letter from the Honourable State Municipal Minister and District Collector. Needless to say, the villagers were thrilled at the honour and celebrated the occasion by welcoming Sri Penaka Gopinath Reddy into the village with great enthusiasm. Shri Gopinath Reddy addressed the villagers on the success of the project and requested them to participate in each and every initiative and activity of village development and ultimately take the ownership of the project.

Women's Day: On the occasion of International Women's Day, a meeting was conducted on 8 March at Gram Panchayat Office area at Peyyalapalem in the presence of Sri Gopinath Reddy. Women from SHGs, Velugu team (APM & CC), School teachers and others participated in the event. The participants were explained about the women's rights, women empowerment, girl child education etc. Before the meeting, several games were conducted for the participants like Musical chair, Lemon & Spoon, Running Race etc and prizes were distributed to the winners and runners.

National Voters' Day: On 25 January, National Voters' day was celebrated in both the villages to encourage people to strengthen democracy and local governance. The MRO and other Officers attended the event and felicitated the senior residents aged above 75 years, for their active participation in elections. Taking the advantage of the occasion, the youth above 18 years were encouraged to get their voter ID cards issued and become a responsible citizen by voting and electing their leaders.

THE MILESTONE: BANNING THE Unauthorised Liquor SHOP, Peyyalapalem

The decision to ban the belt shops in the village was taken in the first VDC meeting. A rally was organised to ban the belt shops in the village with full participation of the communities. It was decided by the VDC that sale of liquor in the village after the last closing day of that month will be subjected to fine of Rs.1000/-. And a fine of Rs.100 will be imposed on those who drink and behave in an unacceptable manner in the village. This progressive step by the VDC was covered by the local newspaper of the area.

02

Water and Sanitation Improvement

2.1. RO Water Plant: A Social Enterprise

Borpatla Village is surrounded by three pharmaceutical companies including Aurobindo Pharma Limited. The daily operations of these factories affected the quality of the ground water which was directly impacting the villagers. Aurobindo Pharma took as its responsibility to provide safe drinking water to the villagers and constructed a Reverse Osmosis (RO) water plant in the village by investing Rs.10,00,000 in March, 2016. When APMAS started its intervention with the support of Aurobindo Pharma in the month of April, it promoted the idea of RO plant as a social enterprise which will apply a commercial strategy to maximise the well-being of the villagers. The Grama Panchayat, after consultation with VDC members, appointed a plant operator from the village. The Grama Panchayat took the responsibility to provide the required raw water to the plant for the purification and running it successfully and ensuring purified safe drinking water to the villagers.

Though there are no factories impacting the quality of water in Peyyalapalem as in Borpatla but the idea of promoting RO water plant as a social enterprise was discussed with the VDC of Peyyalapalem and the community responded to the idea positively. With the total investment of Rs 7,00,000 a premise for the RO water plant was constructed and the plant erected in Peyyalapalem in June 2016. The VDC appointed a specially-abled person from the village as the plant operator with the support of APMAS staff. The source of the water to the water plant in the village is a well beside the plant. This well has enough water to fulfil the water requirement of the area as well as the water plant.

The ATW Machine was installed in both the water plants to keep track of the water being dispensed and to maintain transparency in accounting. The installation of Any Time Water (ATW) Machine was a step towards promoting the RO water plant as a social enterprise. To use this machine, Smart Cards were issued to the villagers. The Smart Card is recharged by the plant operator. Using the Smart Card on the ATW machine one can get water whenever they want at a very nominal price of Rs 3 per 20 litre can. The purified water from the plant is available free of cost for all the government Schools and Anganwadi centres in both the villages. The cash inflow & outflow and income & expenditure statements are maintained by the plant operator with full transparency and the salary of the plant operator is paid through the income generated by the plant.

It was an attempt to create community ownership of the plant and to ensure sustained management of it by the community and, therefore, make the community enjoy the flexibility to adapt to the local capacity and demand. With universal access to the purified drinking water, we have also attempted to address the social issues of marginalization and equity. Apart from the water plant, the drinking water well was also repaired in Peyyalapalem village with community participation.



Some facts about the RO water Plant in Borpatla & Peyyalapalem

Details	Borpatla	Peyyalapalem
Storage Capacity	One tank with 3000 litres capacity	One tank with 2000 litres capacity
Water purification duration	Purification process takes 2 hours to fill the tank with the purified water	Purification process takes one hour 90 minutes to fill the tank
Timings	24 hour availability as the ATW machine is installed outside the plant	Morning 7 am to 11.30 am and Evening 3.30 pm to 7.30 pm.
Cost	Rs 3 per 20 litres for Smart Card holders and Rs 5 per 20 litres for non-card holders	
Outflow	Initially the outflow was approximately 2500 litres of water daily but after the Manjeera water connection to the village, the total outflow of water has been reduced to 750 litres daily.	Daily 1160 to 1300 litres
Total Smart Card Sold	275 units (47.5% of the total households are using RO water)	159 units (54% of the total households are using RO water)
Profit	Rs.33,025 as on 30 September 2016	Rs 18,180 as on 31 March 2017

Operations and Management - Role of Plant Operator

- Maintain the daily transaction of the water sold and submit the records to the APMAS Project Officer and VDC on every Saturday.
- Maintain the list of the existing and new card holders.
- Submit the income generated by the plant (through ATW Card selling and regular water selling) to the VDC in a written statement on a weekly basis. The APMAS Project Officer verifies and signs the statement. The amount should be deposited in the designated bank account of the VDC.
- Prepare the income and expenditure statement in consultation with the VDC every month (including the expenses of the salary of the Plant Operator, repairs & maintenance of the plant, current bill etc).
- Ensure free water supply to school and Anganwadi centres from the RO Plant.
- Maintain the timings of water supply as decided by the VDC.
- Keep a regular check on the TDS level of the RO water and on the condition of the plant and report immediately to the VDC if any fault or minor repairs are observed.
- Maintain the back wash of the plant once in every three days and do regular check-up of the high pressure pump.
- Take care of the servicing and cleaning of the micron filters once in 15 days and ensure changing of the micron filter candles once in 45 days.
- Take care of the cleanliness and maintenance of the surrounded area of the RO Plant.
- Ensure that the waste water is utilised well for watering plants and not stagnated anywhere.
- Pay the power bill regularly.

Community Voice

The water tastes very nice. I have two small kids and I used to boil water to give them on doctor's suggestion. Now, we have RO water plant in our village and there is no fear of kids falling ill because of poor quality of water. Even the doctors recommend RO water for children.

Kavita, Peyyalapalem

Community Voice

Earlier I used to call the RO water vendors for supplying RO water for Rs 15 per can and sometimes the vendors used to delay the deliveries of water can. We were dependent on them but since the RO water plant was constructed in our village, we can get the purified water at our convenience. It feels great to see that people are becoming aware of avoiding water borne diseases by using purified water

G.M Reddy, Peyyalapalem

2.2. Towards an Open Defecation Free (ODF) Village

An Open Defecation Free (ODF) village is the one that has a functional toilet in every household. We identified it as a big challenge to make the selected villages ODF. We adopted a people-centric, demand-driven and participatory approach to work towards this challenge. Besides pooling government funds, it includes mass awareness campaigns, regular follow-ups on the same and making sure that the user contributes for the toilet construction. We also focused on the children as change agents and organised rallies with school children on ODF, health and sanitation. The cost sharing ratio for Borpatla is Rs 12,000: Rs 3,000 shared by Government of Telangana and Aurobindo Pharma Foundation and Rs 15,000: Rs 3,000 for Peyyalapalem shared by Government of AP and Aurobindo Pharma Foundation respectively.

The project team collected the list of IHHL beneficiaries from the MPDO and verified the individual households from the list. The staff from MPDO office visited and verified the list of beneficiaries with the support of APMAS team. APMAS team facilitated the triggering exercise to achieve Open Defecation Free (ODF) village on 17 May with the support of MPDO in Peyyalapalem.

from SC Colony and others from the Below Poverty Line households were not having toilets. Out of these 220 households, 71 have constructed the toilets without taking sanction under any government schemes. The remaining 149 households were encouraged by APMAS to build individual toilets for a healthy living and as a result 35 new toilets were constructed by the villagers. APMAS facilitated the sanction of funds under Swachh Bharat Mission of Government of India for the 149 households. The project team of APMAS submitted the list of the households to the district administration and requested the District Collector of Sangareddy District and the MPDO to clear their bills and help Borpatla become an ODF Village.

The APMAS team on a regular basis dialogued with the village community and engaged SHGs to spread awareness on health, hygiene, sanitation, the importance of individual latrines & proper drainage system, and the importance of the village becoming ODF village. A great deal of effort was put into making the local community aware of the importance of IHHL and how it protects individual from various dangerous diseases. Apart from IHHL construction, the focus is also on the construction of the side drains, soak pits, drainage links etc to maintain cleanliness and hygiene in the village.



The exercise turned out to be a grand success and this awareness drive triggered many to come forward and construct IHHL. Peyyalapalem Village's grade count was D with only 26% households having toilets in December 2015 in a government survey conducted by Smart Andhra Foundation. After the project intervention and dedicated and continuous efforts on ODF, Peyyalapalem now enjoys the status of an ODF Village.

As per the base line survey conducted by APMAS, 63% of the total households in Borpatla were having individual toilets. The remaining 37% (220) households mainly

2.3. Environmental Hygiene

NADEP Units: Inspired by the exposure visit to the model villages of East Godavari, the VDC of Peyyalapalem decided to go for solid waste management in the village. With the approval from Gram Panchayat, the VDC requested mandal administration to support their initiative. The mandal administration sanctioned the construction of 50 NADEP units in the village. By March 2017, 45 NADEP units were completed and five are under construction in the village.

Soak Pits: Through awareness and with the support of the APO-NREGS (Mr.Verappa), 85 soak pits (drain water harvesting structures) were constructed in Borpatla with full participation of communities. Now the roads look clean without water stagnation. APMAS is taking efforts to construct more soak pits so that the entire village looks hygienic without any water logging.

Drying Platforms: In Borpatla two drying platform for the water taps were constructed to prevent the water stagnation and to divert the water to the drains so that the environment is clean and not stagnant with the water.



APMAS Team Voice

Since the inception of the Project - Model Village, Peyyalapalem, our focus was on developing the social capital, health, education, environment and infrastructure. One of the major achievements was getting the RO Water plant constructed in the village. People expressed their happiness that they can now have purified water at a convenient cost (Rs 3 per 20 litres of can). The development of school infrastructure and appointment of an education volunteer for teaching English brought zeal in children to enjoy schooling. Under our sanitation intervention, we started a triggering process to make villagers aware about the importance of having individual household latrines.

We started mike announcements with recorded messages on ODF in the whole village early in the morning and evening. The process gave impressive output where many households came forward and constructed their IHHLs. The timely support from the administration and the authorities added much strength to the project to make Peyyalapalem a Model. We have come a long way in the first year of the project but there is still much to be done to develop the social capital and increase people's participation to take the ownership of the project.

R.Y.V.S.V. Bhaskara Rao, Project Officer, Model Village, Peyyalapalem



2.4. Well repair

Apart from the water plant, the drinking water well at the main village in Peyyalapalem Village was also repaired with community participation.

Community Voice

It was really difficult to go out in extreme summers and winters and it used to be even worse in rainy seasons. It was never comfortable to go out in the presence of male members so we used to get up at 4 or 5 o'clock to attend the nature's call. Now the construction of IHHL gave us a big relief and dignity. We are thankful to Aurobindo, APMAS & Government of Andhra Pradesh.

Adolescent Girls, Peyyalapalem Village



03

Significant Improvement in the Quality of Health Services

A healthy village is a happy village. Health as an important indicator of human development and it holds special focus in our project of 'Model Village'. The strategic interventions in health domain have specific focus on adolescent girls, pregnant and lactating women.

Details (as on Jan 2017)	Borpatla	Peyyalapalem
No of adolescent girls	47	19
No of pregnant women	22	7
No of lactating women	24	9
No of Anganwadi centres	2	2
No of children attending Anganwadi centres	AWC-1 (Main Village)- 18 AWC-2 (Primary School)- 12	AWC-1 (Arundatiwada)- 16 AWC-2 (BC Colony)- 15
Health volunteer	1	0
Health Centre	One Primary Health Sub Centre	One Primary Health Sub Centre
Health check ups	Regular monthly health check up by ANM, ASHA and Anganwadi worker takes place on 2 nd Wednesday of every month. APMAS regularly visits during the checkups for ensuring the quality of service delivery and takes feedback from the women about the program.	



Role of the Health Volunteer

- Make a list of all the adolescent girls of puberty age (from age 10-17 years, all the pregnant and lactating women with the help of the Anganwadi workers.)
- Coordinate with frontline workers such as ANM, Anganwadi workers and PHC officials.
- Orient the adolescent girls on the changes during puberty age and related health and hygiene practices with the help of APMAS team, Anganwadi workers and school teachers.
- Prepare the list of all the government schemes and programmes for the adolescent girls and educate them and their families about these schemes.
- Conduct regular meetings for all the pregnant and lactating women and note down the nutrition supplements and the medical treatments as well identify gaps which need external support.
- Ensure that all the pregnant and lactating women maintain the MCP (Maternal Child Protection) card and are registered in the nearby hospital for regular ANC visits and delivery.
- Support in organizing health camps in the village.
- Create awareness and provide messages among the communities on health, hygiene and importance of Open Defecation Free surroundings.
- Conduct surveys as necessary on health issues.
- Visit Anganwadi centre daily to ensure that the number of children and women are getting nutritional support and maintain registers/records.

3.1. Interventions in Borpatla

Pregnant and Lactating women health care: Lack of effective and timely care is especially dangerous for pregnant women and infants. The main objective of our intervention for pregnant and lactating women is to have 100% institutional deliveries, zero Child Mortality Rate, zero Maternal Mortality Rate in both the villages. In this regard, the project has recruited a health volunteer from the village who is closely working with frontline workers such as ASHA, Anganwadi teachers and ANM to keep a regular update on each and every case in the village. Thankfully, there were no cases of mother or infant deaths in the villages since we have started our project in these villages. We hope that this statistics will continue forever.

Health Volunteer: APMAS has recruited one health volunteer who is closely working with the frontline workers to ensure the quality of the service delivery in Borpatla. The health volunteer along with the Project Officer mobilises and sensitizes the pregnant and lactating women of the village especially from the SC Colony to register themselves in Anganwadi centers and access their entitlements like one full meal and regular checkups, immunisation and supplementary feeding for children under five etc.

3.2. Interventions in Peyyalapalem

At the starting of the project, the project team along with the VDC initiated the collaboration of frontline functionaries and health care departments. As a result, Peyyalapalem has regular monthly general check-ups under 'Chandranna Sanchara Vahanam Chikitsa' a Government of AP initiative. Apart from that, Ayurvedic health camps are being conducted at Peyyalapalem on a regular basis by Ayush department. Besides, APMAS has conducted a one-day orientation camp four times in the village for Anganwadi workers and pregnant & lactating women. APMAS also facilitated one day orientation conducted by the health department by the junior doctor and state resource person for ODF on the importance of hand-washing, usage and maintenance of toilets. This orientation was conducted in the government primary school and attended by the school children, teachers and VDC members.

The project opened the application for a health volunteer but couldn't find a suitable candidate for the position. The sub-committee for Health and Sanitation was formed in Peyyalapalem after a meeting of APMAS health specialist Ms.K. Padmavathi with pregnant and lactating women of the village at Anganwadi centre on 28 December 2016. The meeting was attended by four pregnant women, five

lactating women and seven other women from the village. These women were oriented about the importance of the health and nutrition during and after the pregnancy and also about their entitlements under the government schemes. The suggestion for developing bio-intensive gardens was also given in this meeting.

With the encouragement, the newly formed committee started its first work by taking up the task of developing Bio-Intensive kitchen garden in the Anganwadi premises so that the children at the Anganwadi could learn about

different plants, crops and nutrition. Each one contributed and collected Rs.500 on the spot and the amount was used for buying vegetable seeds. The Gram Panchayat supported with one truck load of fertile soil. Now the pesticide-free vegetables are grown in this garden and used in the meals cooked for children in the Anganwadi. Like Borpatla, we are looking to recruit one health volunteer in Peyyalapalem as well and train the candidate to work closely with the community, frontline workers and officials from the health department.



04

Significant Improvement in the Quality of Education

The project emphasises on developing the “whole person” and not just improving the academics. This requires extracurricular endeavours as well as providing proper infrastructure and an overall enabling environment for the children to enjoy study and grow as responsible citizens.

4.1 School Profile

Details	Borpatla	Peyyalapalem
Primary School	1	1
Total Strength	126	40
No of Boys	56	20
No of Girls	70	20
Teachers	4	2
Volunteers	2	1
High School	1	The high School is 1.4 km away from the village and located at Uchaguntapalem. About 15 students attend the high school.
Total Strength	350	
No of Boys	193	
No of Girls	157	
Teachers	17	
Volunteers	2	

4.2 Infrastructure Development

When APMAS has started the project in Borpatla and Peyyalapalem, the infrastructure in the government primary school was really in a bad shape with broken compound wall, damaged entrance gate, dull ambience, dysfunctional toilets, lack of adequate benches, play & reading materials, lack of safe drinking water for the children, un-even play ground etc. As our first intervention, all the government schools in both of these villages were provided with benches for students to sit comfortably and study. Children were also provided with new school bags and notebooks. We have involved the local community in the development of the school and gave the tender to construct and repair the school compound wall and gate to a local contractor in Peyyalapalem with the consent of the Village Development Committee. The construction of the compound wall was completed in September 2016 at Peyyalapalem and innovative messages and wall writings were also done to give the school children some important messages on health, sanitation and good habits. The school compound wall was reconstructed in the primary school of both the villages in such a way for making these schools a place where children would love to come and enjoy learning in a clean, healthy and comfortable environment.

Aurobindo Pharma took the responsibility of the construction works in the primary school in Borpatla. The construction and renovation work of school compound wall and gate of the primary school got completed in January 2017. The project team is planning the renovation and construction of additional class rooms in the High School on the demand of the Head Master in the next financial year from April 2017-18.

We encourage the latest technology and smart classes in our model villages to improve the quality of education. Recently, in the month of February 2017, the High School was presented with the necessary infrastructure to conduct Digital Classes in the school like a projector, screen and speakers on the demand of students and teachers of the school in Borpatla.



4.3 Investment in Quality of Education

APMAS is collaborating with other institutions to access expertise and best practices for significant improvement in the quality of education in both the model villages. Included in these are the Gaudium School and Vandematram Foundation.

Education Volunteer for English Syllabus: The school in Peyyalapalem has introduced English medium syllabus in 2015 but is having problems adopting the new syllabus. We made a provision to recruit an education volunteer to take up the new English medium syllabus. The volunteer was given an orientation by APMAS staff to teach syllabus through games and activities. In addition, the school was provided with various educational games to make learning fun for the students.

The government schools in Borpatla also have Vidya Volunteers (Education Volunteers) who are paid by Aurobindo Pharma Foundation. There are two volunteers each in the High School and the Primary School.

Making learning fun with Vandematram Foundation

(VMF): Vandemataram Foundation is committed to improving quality of government schools in Telangana by focusing on the three crucial factors in a child's growth in the school. They call it 3 Ls (Language, Logic and Life Skills). With the support of the Directorate of Education, Telangana, VMF organised 10 day residential camp for the students of the Government schools of Telangana. Six students and three teachers from Borpatla High School were sponsored to attend the camp from 16 to 25 September 2016. During those 10 days they focused on various aspects of personality development of all the

students and provided a friendly environment for the kids to explore their interest areas. For example, by making maths fun, they were able to improve their logic skills. The Foundation encourages peer learning among the students and calls this approach as 'Little Leaders Little Teachers'. The students who are attending the training in the VMF camp from Borpatla village were encouraged to teach the same techniques of solving mathematics to the other students of the school. For working on the life skills, BALA SABHAS were organised every day in the 10 days camp where the children were encouraged to speak on some engaging and important topics along with the performance on various cultural activities like dance, singing, poem recitation, stand-up comedy etc. These types of events not only encourage these children to explore their interest areas but also provide them a platform to perform and speak their minds which build their confidence. Both teachers and students expressed their gratitude for providing them with such kind of exposure and environment to learn such things. They learned and enjoyed throughout the ten-day camp.



Community Voice

The ten-day residential course was brilliantly structured by the team of VMF. I spent three days there and learnt many things about various teaching methods. I was surprised to see their very simple and interesting methods and how students even without teachers were learning and enjoying solving maths problems. The concept of BALA SABHA encouraged students to put forth their views on various topics. The whole environment was so pleasant that it was looking like Shanti Niketan of Rabindranath Tagore.

Raju. D, Maths Teacher

Community Voice

Maths was never my favourite subject but the ten-day residential camp of VMF provided me an excellent opportunity to learn so many simple techniques to solve maths problem. Now maths has become my favourite subject and my maths teacher is very impressed with my performance in class and asked me to teach the same to other students. Not only maths, I enjoyed each and every part of the camp. I made many new friends from different villages and learned new things from them.

Praveen, 8th Class Student

Community Voice

I would say that such kind of programme should happen more often and for all the government schools. It involved a very systematic approach and a time table was made which involved waking up early, doing exercise/yoga, studying, revising previously learned chapters, food on right time, cultural and games activities. Their self examining tests of mathematics were really helpful for children and our children improved their score each day through peer learning. The concept of BALA SABHA encouraged students to participate in cultural activities and share their experiences; it helped them to come out of their stage fear.

Venkatesh, Hindi Teacher



School Twining: Partnership with the Gaudium School: We partnered with the Gaudium School, Hyderabad to initiate a programme called School Twining with the Government Schools at Borpatla. The programme will act as a platform to both the government and the private school children to share and exchange their best practices and create a positive learning environment in both kinds of schools. The government school children will be provided with the opportunity to utilise the resources of the Gaudium School to explore their interest in co curricular activities and build on their talent. A series of sessions are planned to share the best practises and innovative techniques of teaching. A lot of group activities are also planned involving students of both the schools like theatre on social and environmental themes, quiz, problem solving, case studies etc.

Third and fourth standard students of the Gaudium School visited Borpatla Primary School. These students were given an activity to interact with the primary school students and find out the following;

- What these village students have that they don't have in life and vice versa?
- What they can learn from them?
- What additional activity they like doing apart from studying?
- What can they think and what way they can support the students in government schools in doing whatever they like or learn?

These interactions helped students in both the schools to understand each other better and for mutual sharing and learning.

APMAS Team Voice, School Twining- The best of both worlds!

The team of Model Villages had an opportunity to visit the operations of the CSR arm of SRF Limited in Gurugram, Haryana and the School Twining was one of their most impressive programmes to improve the quality of School Education with the synergy of students and teachers of Sri Ram Schools and various government schools' students and teachers in the villages of their operation area. Inspired with the idea, we have taken some baby steps towards starting the programme of school twining in our Model Village Borpatla with the support of Gaudium School, Hyderabad. The objective is to bring the best of two extreme kinds of schools. On one hand we have Gaudium School with International Board curriculum, world class infrastructure and specialized teachers and on the other hand, we have State Government School, where children are deprived of even the basic infrastructure and facilities.

Through this synergy, we aim at sharing the best practices between both the schools and how the children can learn about different lifestyles and develop acceptance and respect for each other. How they can develop an understanding of basic human rights and child rights and responsibilities come with these rights. Apart from that, a teacher's knowledge sharing programme is also planned as a brainstorming session for the teachers of both the schools on how innovatively they can take their classes and chapters. The programme provides a platform to both the government and the private school children to create a positive learning environment in both kinds of schools and their surroundings. This is an attempt to sow the seeds of humility, self respect and acceptance in the children so that we will have a better world to live in for everyone in future.

Sujata Bahot, Project Officer, Model Village (Borpatla & Peyyalapalem) and Research

In December, Hyderabad Runners Society organized Kids Run 2016 in Hitex Ground, Hyderabad. When we discussed this event with the students of government school in Borpatla, many students showed interest to participate in the marathon. In total 28 students from High School, Borpatla gave their names to participate in 5K Marathon event. But the government school doesn't have the transportation facility to get 28 students from Borpatla to Hyderabad. To fulfil this desire of government school students, the Gaudium School sent their school bus to pick and drop all the students safely from the village to the event venue. The registration fee of Rs 450 per student (Rs 11250) was borne by APMAS and Hyderabad Runners Society in the ratio of 50:50. One of the students from Borpatla stood second in the marathon. All the students and teachers of the school expressed their gratitude for this engagement and support from the Gaudium School. This is a step towards making children learn, understand and accept the social realities and understand their responsibilities towards making world a better place for everyone to live with the combined efforts of everyone.

Celebrations of National Events: To support and motivate the children of the villages for sports and extracurricular activities, we had conducted different games for children on the occasion of Independence Day, Republic Day and other national festivals in the schools in both the villages and felicitated all the participants with small gifts for showing their sports spirit. Along with children, children's parents, community volunteers and the School Management Committee also participated in the event.

Collaboration to improve Early Childhood Care and Education in Borpatla: We have collaborated with an organisation

to work with the Anganwadi workers in Borpatla. The collaboration is focused on building the skills of Anganwadi workers to take up Early Childhood Care and Education in a more creative way for Anganwadi children. A team of this organisation is specially working on Early Childhood Care and Education (ECE) in Sangareddy district. A team of two resource persons comes twice a week to orient and train the Anganwadi workers on some essential skill sets to take up the Anganwadi daily sessions in a more interesting and practical way.

"Early Childhood Care and Education (ECCE) aims at total child development in a learning environment that is joyful, child centred, play and activity based. These requirements call for a teacher educator who has a sound educational philosophy of ECCE besides specialized content and methodology skills pertaining to these areas".

School Health: Under Rashtriya Baal Swasthya Karyakram (National Rural Health Scheme), a general health check-up was conducted for all the children of Borpatla High School and Primary School for 30 common diseases. The doctor gave primary level treatment and referred nine children to the Mandal hospital for urgent attention. The parents of these nine children were not ready to take them to the hospital. APMAS took this responsibility and followed up the list of the students and continuously talked to their parents about their serious condition and free treatment from government under the scheme and finally four of them went to the Mandal hospital for treatment. Apart from the general check up, a diphtheria tablets distribution was organised in both primary and secondary school of Borpatla.

05

Infrastructure and Environment Improvement

5.1. Lighten up the Village with Solar Street Lights & LED Lights!

As with many villages, constant power supply was a problem for Borpatla and Peyyalapalem too until solar lights were installed in the village. Twenty solar street lights were installed in Borpatla and Peyyalapalem each. The lights do not require much maintenance and the standalone solar panels do not require any human resources to switch on or off the lights every day. In case when there is no adequate sun light, then the street lights are energised through the grid power. Not only that, the battery can also store the energy generated for three days. This initiative was very much appreciated by all the villagers.

LED Lights! Eco friendly: APMAS management has taken a decision to convert all the model villages as LED villages in place of existing energy consuming lights. Though the initial cost is more, this step will be sustainable and power saving in long run and will reduce the burden on the Grama Panchayat of paying the huge electricity bills. By installing LED lights in place of normal lights, a minimum of 30% of the electricity bill will be saved. The proposal is in the planning stage.

Community Voice

Children are now playing happily even after dark. It is convenient for us also to go outside the house after dark because of the solar street lights in the village. Even if there is no electricity, these lights keep working. I feel so good seeing the progress in our village. I thank Aurobindo and APMAS for adopting our village.

Vemulapati Darshamma, Borpatla

5.2. CC Roads

With the sharing ratio of 50:50 of funds between Aurobindo and AP Government, we made a request to the district administration for construction of internal Cement Concrete (CC) roads on convergence with 14th Finance Commission and other local funds in the village. The request was accepted and the fund of Rs 50 lakh was sanctioned from the Government and Aurobindo in the same ratio of 50:50 (Rs 25 Lakh - Aurobindo: Rs 25 Lakh - Government) to the account of the Gram Panchayat. The work has started in the village and by March 2017, the work for 10 CC roads (1.5 kms) got completed. The happiness on the villager's face gives us the fullest satisfaction for supporting the communities and their journey towards transforming their habitation into a Model Village.



5.3. Public Meeting Places

On the demand of the community, the decision was taken by the VDC to construct common meeting places at Arundati wada (SC Colony) and at the main village in Peyyalapalem. The necessary procedure was followed and the compound wall, brick missionary, plastering work, grill fixing and painting work were completed for two public meeting places by end of March 2017.

5.4. Environment Development

Swachh Patashala Campaign: A campaign was organized to clean the bushes in school premises with the participation of teachers, children and some community members in both the villages. Under Harita Haram, more than 5000 saplings were planted in the village Borpatla. All the villagers took active part in the programme. Similar activity was carried out in Peyyalapalem Village under Vanam Manam where 500 saplings were planted. These plants were freely supplied by the forest department which grows nursery in the primary school compound. The tree guards were procured and the plants were protected from livestock in Peyyalapalem. The contract was given to the community member as decided by the VDC for one year to water the plants and as well protect the plants from livestock. Due to this arrangement, 99% of the plants survived and the dead plants were also immediately replaced.



A survey was done in Borpatla to know the survival rate of the plants planted at school, avenues and agricultural fields. The details of the survey are as follows:

#	Location	Saplings Planted	Survived	Remarks
1	High School	1000	870	No fencing and hence no protection from livestock and water problem
2	Sri Rama Lift Road	400	350	
3	Primary School	250	210	
4	Agricultural Fields	3200	3080	
5	Mallanna temple	100	88	
6	Pathikunta	300	270	
7	Karnala Kunta	250	230	
Total		5500	5098	

Community Voice

It is an opportunity for the village and the company to work together for a better future of the village.

As part of the project activities, the project has set up an RO plant in the village to provide safe drinking water to the villagers; The task of not only renovating the primary school but also providing students with school bags and notebooks is much appreciated. As per the request of the VDC, the construction of compound wall of the burial ground and the installation of solar street lights have been done and the entire village is very happy and thankful to the model village project.

Aurobindo is also providing monetary support to the villagers for making our village an Open Defecation Free (ODF). They are providing the financial support to the beneficiaries of Individual Household Latrines so that the villagers can start constructing the toilets. It has organized a mega health camp and distributed free medicines and health check up to the villagers. Apart from the infrastructure development activities, the model village project is also supporting the community development activities like strengthening SHGs, facilitating the activities of VDC, supporting Anganwadi centre and organising education camps for high school students.

We are thankful to Aurobindo and APMAS and look forward for a greater collaboration with them.

Veena Bhaskar Reddy, Sarpanch- Borpatla

APMAS Team Voice

The principal driving the infrastructure development in the Model Villages is 'Do the Right project and Do the Project Right'

The first step before taking up infrastructure development activities was to find out the needs of the community in Grama Sabha and based on the discussion held in Grama Sabha, VDC, and with the government officials, we have prepared a list of infrastructure development works as per their priority for each of the model villages. Designs were prepared as per the requirement of the community and proper care was taken to suit to the customs of the village. Then estimations were prepared, quotations were invited and based on the recommendation of the VDC and also after comparing the competency of the contractors, the field work was allotted.

Work order was issued to the contractor by clearly mentioning the standard specifications, rates of individual items, realistic time line for individual works and payment schedules as per the work progress. Most of the works were Item-based contract which means amount will be paid to that particular item of work as per the actual measurements of work done only.

Monitoring and quality control for various infrastructure works was ensured, by visiting the work sites regularly and sorting out the issues quickly. We strictly followed the timelines and ensured work completion as per the work schedule. Payments were made as per the actual measurements of work done for the works which were assigned to the contractor on the basis of Item based contract.

IHL (Individual House Hold Latrines): Peyyalapalem is the success story for construction of 144 bathrooms cum toilets in the whole village for which District Collector of Nellore gave an award to the Sarpanch of Peyyalapalem and declared the village as ODF village. The specialty of this project is that the incorporating the design of Reinforced Concrete Slab in place of Asbestos sheet (government design) with the vision of creating a sustainable and strong structure for the toilets.

A. Kumara Swamy, Engineer, Model Villages & Joint Director, Admin



Community Voice

I feel so proud seeing my village developing. We have now our own water plant, solar lights and every household has functional IHL. The school compound wall is reconstructed and painted nicely with thoughtful messages. The tree plantation was successful and the greenery in our village soon becomes a reality. The work on waste management has also started. We are really thankful to Aurobindo and APMAS for helping our village to develop into a model village.

Penaka Murli Reddy, Peyyalapalem Village



Community Voice

Peyyalapalem in this one year has really changed and improved a lot. The first thing that we did with the support of APMAS team in the starting of the project 'Model Village- Peyyalapalem' was banning belt shops which was the cause of many social and economic evils. This initiative gained support from people of all age groups. It is the villagers' efforts that made Peyyalapalem the first village in the whole Mandal to ban all the belt shops.

We got support from Aurobindo, APMAS and the Government of Andhra Pradesh to construct IHHL in every household of our village and now Peyyalapalem is an ODF village. I am thankful to the project staff and their efforts for triggering behavioural change in the villagers to use IHHL for a healthy life with early morning and evening mike announcements and wall writings with messages on health and sanitation in the whole village. We are now blessed with a village-run RO water plant, providing safe drinking water to all at a very nominal price of Rs 3 per 20 litres. I believe and hope that 100% villagers will start using the RO water in due course. We have only one primary school in the village, it is one of the oldest schools in the Mandal but was with poor infrastructure. APMAS not only worked on infrastructure improvement but also on enhancing the quality of education. One education volunteer was recruited to help the children with the newly introduced English medium syllabus. The school was given benches so that every child can sit comfortably and study and children were given school bags and note books as well.

APMAS encourages students by organising various sport activities on various occasions. The youth were also encouraged for sports by gifting them a volley ball kit and cricket kit. The youth participated in Nellore 10K Run and enjoyed the spirit of sports. With various ongoing activities and inspired by the exposure visit to Burugupudi Village of East Godavari district, organised by APMAS, we now in Peyyalapalem have set a goal of banning plastic from the village. The project has given us hopes to develop our village into a role model by overcoming all sorts of social-political-economical barriers. We are ready to abolish social stigmas like caste based and gender-based discrimination from our village.

We are really thankful to Aurobindo Pharma Foundation and APMAS for supporting us in this mission.

Srinivasulu Reddy, Ex Sarpanch, Peyyalapalem Village



PROJECT & KNOWLEDGE MANAGEMENT

The Project Officer (PO) is placed in each of the model villages who is supported by Adharsh Mithras (community resource persons) in the village in day-to-day activities. The PO works closely with the Village Development Committee, its Sub Committees and the Gram Panchayat. Besides, the PO works with other people's institutions such as SHGs & their federations, youth groups and the frontline functionaries in the village such as teachers, ANM, Angnwadi and ASHA workers. The close coordination is ensured with the mandal and district level authorities through Gram Panchayat and VDC.

The Project Officer is supported by the team in the head office. The Engineer especially makes frequent visits to ensure the processes and procedures necessary for the infrastructure works, identifying the efficient service provider for undertaking the specific work and ensuring the completion of works in a timely and quality manner. The Project Manger and the Project Officer at head office support in liaisoning with various authorities, documentation, base line studies and planning as well in implementation of various events. The finance team ensures timely release of funds for all the activities and maintains high accounting standards. The management and the Board provide strategic guidance to the model village teams through visits and review meetings besides meeting the donor and the government officials. At the Board level, even a sub-committee has been formed to provide necessary guidance so that the holistic and inclusive development is ensured without compromising on human development aspects.

APMAS is maintaining the proper documentation in terms of monthly, quarterly and annual reports, photos before, during and after the activities. The reports and photos are shared on a monthly basis with Aurobindo and the authorities, and as well uploaded on the official website of APMAS for the wider dissemination. The review meetings are held monthly for all the model villages so that cross learning and sharing is possible. In regular intervals, APMAS and Aurobindo Pharma Foundation discuss the progress of the project and undertake course corrections as necessary depending upon the field situation.



CHALLENGES

Though we have many achievements at Peyyalapalem in a short span of one year but still we see a lot of scope in making Peyyalapalem a sustainable model of development. Our biggest challenge here is to mobilise women to take some tasks of village development as leaders and change makers. Among various dynamics of the political issues in the village, it is challenging to get people agree on same points which are in the favour of the village development. Another challenge is to make villagers understand that Model Village doesn't only mean infrastructure development in the village but a model in actual sense where human development indicators are remarkable and this can only be achieved with the efforts and awareness of all the villagers.

In the village Borpatla, the community is highly anxious about the environmental concerns caused by the Company since they feel that the ground water and the air are polluted and serious health issues are faced by the people and the livestock. The Company is heavily investing in the village to overcome all these issues but there are various political interests in the village who are playing with the emotions of the people on one hand and trying to get monetary benefits from the Company on the other hand. Hence, the communication between APMAS and the communities at times becomes difficult. These forces are also not keen to co-operate with the Village Development Committee and this results in inadequate community participation. It is also challenging to get all the communities together on one common point. We want to develop a culture in these villages where people work collectively to make their village a successful model which is sustainable and able to inspire others.

THE JOURNEY FORWARD

Hand-holding is an intricate process. It is as much a logistical programme as an emotional exercise. The team of Aurobindo and APMAS have adopted these villages not just for development but also for growth, as much for the villages as for the team itself. It has been a journey of togetherness, mutual sharing and learning how to work as a team in addressing the problems that confront us every single day. Not just in terms of development as a whole, national paradigm, but also as a micro process at the village level. We move on. We take our learning to a new place, to a new community that awaits handholding. But our experiment and experience in the villages of Borpatla and Peyyalapalem shall always remain closer to our hearts. We are passionate and committed to handhold the villages in their journey on the path of holistic development and achieving inclusive growth.

Our way forward is to build on the confidence gained and ensure community-led development through bottom-up approach in addressing the development needs and priorities in both the villages. More volunteers or change makers from the community need to be identified and motivated to play a prominent role in taking forward the interventions in future. The social capital needs to be built and efforts need to be balanced between infrastructural works and strengthening of human resources. Regular interaction with the mandal and district administration through VDC and GP would be the top priority from now onwards in addressing various development needs prioritized by the communities. The support from the proactive Collector and the district and mandal officials will be of great strength for us to move forward in making these villages as model villages.



ABBREVIATIONS

1	ANM	Auxiliary Nurse Midwife
2	AP	Andhra Pradesh
3	APMAS	Andhra Pradesh Mahila Abhivruddhi Society
4	APL	Aurobindo Pharma Limited
5	APO	Assistant Project Officer
6	APM	Assistant Project Manager
7	ASHA	Accredited Social Health Activist
8	ATW	Any Time Water
9	AWW	Anganwadi Workers
10	CC	Community Coordinator
11	CPO	Chief Planning Officer
12	CRP	Community Resource Person
13	CSR	Corporate Social Responsibility
14	EC	Executive Committee
15	ECE	Early Childhood Care and Education
16	GP	Gram Panchayat
17	GS	Gram Sabha
18	ICDS	Integrated Child Development Services
19	IHHL	Individual Household Latrine
20	IKP	Indira Kranthi Patham
21	LED	Light Emitting Diodes
22	MoU	Memorandum of Understanding
23	MPDO	Mandal Parishad Development Officer
24	MRO	Mandal Revenue Officer
25	NREGS	National Rural Employment Guarantee Scheme
26	OBC	Other Backward Caste
27	ODF	Open Defecation Free
28	PO	Project Officer
29	RO	Reverse Osmosis
30	SC	Schedule Caste
30	SHG	Self Help Group
31	SMC	School Management Committee
32	SRF	Sriram Foundation
33	ST	Scheduled Tribe
34	VDC	Village Development Committee
35	VMF	Vandemataram Foundation
36	VO	Village Organization

#	ACTIVITIES	Budget for 2 years (1 Apr 2016-31 Mar 2018)				Expenditure for 1 year (1 Apr 2016- 31 Mar 2017)				Balance Budget as on 31 Mar 2017			
		Aurobindo (through APMAS)	Government Support	Other Support	Total	Aurobindo (through APMAS)	Government Support	Other Support	Total	Aurobindo (through APMAS)	Government Support	Other Support	Total
1	Human Resource Development	4,12,000	90,000		5,02,000	1,45,487		6,250	1,51,737	2,66,513	90,000	-6,250	3,50,263
2	Safe Drinking Water Facility	10,00,000	-		10,00,000	7,07,808			7,07,808	2,92,192	-	-	2,92,192
3	Health Improvement	9,70,000	2,00,000		11,70,000		4,80,000		4,80,000	9,70,000	-2,80,000	-	6,90,000
4	Sanitation Improvement	29,29,000	23,69,000		52,98,000	3,79,171	21,90,000		25,69,171	25,49,829	1,79,000	-	27,28,829
5	Education Service	4,00,000	50,000		4,50,000	3,09,858	20,000	46,750	3,76,608	90,142	30,000	-46,750	73,392
6	Infrastructure Development	11,00,000	7,00,000		18,00,000	3,57,550	25,00,000		28,57,550	7,42,450	-18,00,000	-	-10,57,550
7	Non-Budgeted Infrastructure Development				-	3,94,327			3,94,327	-3,94,327	-	-	-3,94,327
8	Other Development Activities - Plantation at Schools and open places	5,16,680	1,76,320		6,93,000	1,25,300	80,000		2,05,300	3,91,380	96,320	-	4,87,700
9	Staff Cost	21,60,000	-		21,60,000	11,73,683	-		11,73,683	9,86,317	-	-	9,86,317
10	Administration Cost / Overheads	13,07,300	-		13,07,300	3,43,167			3,43,167	9,64,133	-	-	9,64,133
	Total:	1,07,94,980	35,85,320	-	1,43,80,300	39,36,351	52,70,000	53,000	92,59,351	68,58,629	-16,84,680	-53,000	51,20,949

Funds Position as on 31 March 2017:		Amount (Rs.)
(a) Grants received during FY 2016-17		53,97,490
(b) Interest earned during the year		15,641
(c) Total Inflow (a+b):		54,13,131
(d) Expenditure		39,36,351
(e) Total Outflow (d):		39,36,351
(f) Balance as on 31 March'17 (c-e):		14,76,780

FINANCE STATEMENT: APRIL 2016 - MARCH 2017 - MODEL VILLAGE - BORPATLA (Amount in Rs.)

#	ACTIVITIES	Budget for 2 years (1 Apr 2016 to 31 Mar 2018)				Expenditure for 1 year (1 Apr 2016 to 31 Mar 2017)				Balance Budget as on 31 Mar 2017			
		Aurobindo (through APMAS)	Government Support		Total	Aurobindo (through APMAS)	Government Support	Other Support	Total	Aurobindo (through APMAS)	Government Support	Other Support	Total
1	Human Resource Development	2,97,000	4,55,000		7,52,000	63,616			63,616	2,33,384	4,55,000	-	6,88,384
2	Safe Drinking Water Facility	1,80,000			1,80,000	4,550	12,000		16,550	1,75,450	-12,000	-	1,63,450
3	Health Improvement	10,90,000			10,90,000	26,097	23,500		49,597	10,63,903	-23,500	-	10,40,403
4	Sanitation Improvement	29,58,000	39,42,000		69,00,000	1,16,242	18,99,000		20,15,242	28,41,758	20,43,000	-	48,84,758
5	Education Service	9,76,000			9,76,000	67,374		12,36,787	13,04,161	9,08,626	-	-12,36,787	-3,28,161
6	Other Development Activities - Plantation at Schools and open places	5,75,000			5,75,000	3,23,661	1,20,700		4,44,361	2,51,339	-1,20,700	-	1,30,639
7	Staff Cost	15,60,000			15,60,000	7,90,255			7,90,255	7,69,745	-	-	7,69,745
8	Administration Cost / Overheads	12,03,300			12,03,300	1,37,427			1,37,427	10,65,873	-	-	10,65,873
	Total:	88,39,300	43,97,000		1,32,36,300	15,29,222	20,55,200	12,36,787	48,21,209	73,10,078	23,41,800	-12,36,787	84,15,091

Funds Position as on 31 March 2017:		Amount (Rs.)
(a) Grants received during FY 2016-17		44,19,650
(b) Interest earned during the year		12,642
(c) Total Inflow (a+b):		44,32,292
(d) Expenditure		15,29,222
(e) Total Outflow (d):		15,29,222
(f) Balance as on 31 March'17 (c-e):		29,03,070

The Project 'Model Village' in Borpatla and Peyyalapalem contributes to the state, national and global level development goals.

STATE	Contributes to achieving the goal and objectives of Grama Jyothi in Telangana and SMART Village SMART Ward in Andhra Pradesh.
NATIONAL	Contributes to achieving the goal and objectives of Sansad Adarsh Gram Yojana of the Central Government.
GLOBAL	<p>Contributes to achieving the Sustainable Development Goals</p> <p>SDG 1 : No Poverty SDG 3 : Good Health and Well Being SDG 4 : Quality Education SDG 5 : Gender Equality SDG 6 : Clean Water and Sanitation SDG 7 : Affordable and Clean Energy SDG 11 : Sustainable habitations SDG 13 : Climate Action</p>



VISION

A sustainable self-help movement in India

MISSION

To promote self reliant women Self-Help Groups & their Federations, Farmer Organisations and Village Development Committees to realize their full potential for achieving sustainable development and inclusive growth



CORE VALUES

1. *Concern for quality*
2. *Gender equality and social inclusion*
3. *Self reliance*
4. *Transparency and accountability*
5. *Promote participation and democracy*
6. *Continuous learning*



*Capacitate
Self-Help and
Livelihoods Promoting
Institutions both in
rural and urban
areas*

*Promote
natural resource
management
and sustainable
livelihoods*

*Enhanced
partnerships,
collaborations and
alliances for linking,
learning, up-scaling
& advocating*

*Research and
Advocacy for
Policy influencing*

*Reach the
unreached and
underserved areas for
addressing poverty
and inequalities*

**THRUST
AREAS**





apmas

HIG 11 & 12, HUDA Colony, Taneshanagar
Manikonda Hyderabad - 500 089
Ph: + 91 08413 403 118 | + 91 08413 403 120
www.apmas.org | info@apmas.org

Field Offices:

APMAS -Peyyalapalem Model Village

Yenumeeda, Peyyalapalem Village & Post
Kammampalem (SO), Kodavaluru Mandal
SPSR Nellore District -524319, Andhra Pradesh

APMAS -Borpatla Model Village

Borpatla Village, Hathnoora Mandal
Sangareddy District - 502296, Telangana

