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Community Development Programme

Krishnagiri, Virudhunagar & Pudukottai Districts
Tamil Nadu



Annual Report FY: 2020-21

Submitted By:

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Introduction:

First up all, we the DRDCT owe our heartfelt thanks to ITC Ltd-MSK Division for its continuous supports to implement the ***Community Development Program*** Activities (***CDP***) activities till date in Krishnagiri and Virudhunagar districts, Tamil Nadu state from the financial year 2014-15 and from FY 2017-18 to 2020-21 in Pudukottai District of Tamil Nadu. As like past years, this financial year also is a milestone for ITC Ltd-MSK Division and as well as for DRDCT. The "***Community Development Program with special reference to create ODF villages in our core areas***" carried out in three districts during this financial year 2021-22 also over welcomed by the beneficiaries, Government officials and village Panchyath Presidents. Now we can sure that 99% of the villagers belong to our core villages in all three districts are well known about ITC Ltd., and its MSK activities.

DRDCT has evolved over a period of time, ever since it was partnered with ITC Ltd.'s CSR program. The outreach we have made among the regions we have worked has given us rich experience. Since 2005, we have implemented Community development programmes, Vocational skill development trainings, Wealth out of Waste, a waste management project and majorly Natural resource management – soil moisture conservation among the horticultural and agricultural farmers.

Operational Areas of FY 2020-21:

In this financial year 2021-22 we have been worked in three districts (***Krishnagiri, Virudhunagar and Pudukottai***) of Tamil Nadu state. Our core villages are nearby ITC's factories. Core villages in 10-15 Kms distance from ATC Ltd., Hosur, Krishnagiri District, In and around of 10 Kms distance from ICML, Pudukottai (Trichy) and 15 Kms from vendor matches of MAB, Sivakasi Virudhunagar District.

This year we have implemented our CDP project activities in 14 village hamlets (10 village panchayaths) in Virudhunagar District, 8 hamlets (3 village panchayaths) in Krishnagiri District and 2 villages (2 village panchyaths) in Pudukottai District. We are having field offices at Sivakasi, Virudhunagar District, Hosur in Krishnagiri District and registered office in Nagercoil, Kannyikumari District. We have closed our Viralimalai, Pudukottai District field office at the end of second quarter of this financial year due closure of our Pudukottai district community development project.



Map of our working districts in TN State Map FY: 2020-21

The below table shows our core villages/Panchyaths/ Blocks where we implemented our Community Development programs;

| Sl. No. | Districts | Blocks | Panchayaths | Villages |
|---------------|----------------|--------------|-----------------|--------------------------|
| 1 | Virudhunagar | Vembakottai* | Mela Ottampatti | Mela Ottampatti |
| | | Sivakasi* | Viswanatham | NRK Colony, Vishwanatham |
| | | | Sevalur | Krishnamanayakkanpatti |
| | | | | Sevalur |
| | | | Aanaikuttam | Aanaikuutam |
| | | | Mathiyasenai | Karseri |
| | | | Erichanatham | Erichanatham |
| | | | Puthukottai | Burma Colony |
| | | | Nadayeri | Thalikulathupatti |
| | | | | Nadayeri |
| Kavundampatti | Kavundampatti | | | |
| Anuppankulam | Meenampatti | | | |
| | Ambedkar Nagar | | | |

| | | | | |
|------------------|-------------|-------------|-------------------|---------------------|
| | | | | Perapatti |
| 2 | Krishnagiri | Hosur* | Itchangur | Dasarapalli |
| | | | | Sevaganapalli |
| | | | | Eluvappalli |
| | | | | Itchangur |
| | | | Mugalur | Hanumanthapuram |
| | | | | V. Agraharam |
| | | | | Chekkilipalayam |
| S. Muduganapalli | Dinnur | | | |
| 3 | Pudukottai | Viralmalai* | Vanathirayanpatti | Pallikoodathanpatti |
| | | | Sooriyur | Villarudai |

Activities Proposed as per the project Proposal for FY: 2020-21

| Proposed activity | Planned Coverage (numbers) | Expected outcome at the end of year | Expected outcome at the end of Project period |
|---|--|--|---|
| Promotion of village level institutions | 10 in Virudhunganar and 10 in Krishnagiri Districts | 25 Sanitation committees will be promoted | <ul style="list-style-type: none"> ○ Community understands the importance of Sanitation and implements appropriate measures to address the issues ○ Increased awareness on Women and child health |
| IHHT Construction | 200 Numbers 100 in Krishnagiri & 100 in Virudhunagar Districts through RF and 50 IHHTs will be | 200toilets will be constructed & will be in use. | All members of 200 household will effectively use the IHHT's. The proposed villages will become Zero Open defecating villages. |

| | | | |
|---------------------------|--|--|---|
| | constructed in Pudukottai District | | |
| Health & Sanitation Camps | 3 camps in Virudhunagar, 1 camp in Pudukottai and 3 camps in Krishnagiri | The major health issues among the village will be identified and addressed | The women will have increased awareness on women specific diseases and preventive actions. |
| Anganwadi's renovation | 10 Anganwadi's will be renovated with new indoor child friendly play materials 3- Krishnagiri 3- Virudhunagar 5- Pudukottai | Child friendly Anganwadis will be established | Good attendance at the Anganwadi and nil dropouts |
| Mothers Club | 3 clubs in Sivakasi and 5 in Pudukottai & 3 in Krishnagiri will be formed | 11 active mothers clubs at the project villages | Mothers of children attending Anganwadis will be well educated on nutritional food and reproductive health. |

Location wise achievements against targets:

Krishnagiri District:

Individual House Hold Toilet (IHHT) Construction:

We have given the target of 100 numbers of IHHTs constructions for Hosur block, Krishnagiri District. But all these constructions will be done by collecting and using the revolving fund (Loan Amount) from IHHT beneficiaries of last financial years. But due to

Covid-19 problem/spread as well as non-availability of fund from state SBM department, we were not able to construct single IHHT in the district. It was a worst and bad setback for our organization and as well as project. But we are keeping on trying to collect the revolving fund from beneficiaries and for some cases from state SBM department.

Anganwadi Renovation:

To ensure the maximum number of attendance of infants and maximum use of Anganwadi nutrition centre by the pregnant mothers, we are renovating the Anganwadis in our core villages. Through this renovation works, we are doing physical repairs of the old buildings, providing infrastructure, IEC materials, play toys, protected water and proper urinals and toilets.

To ensure the quality and maintain the Anganwadis after the renovations done, we are promoting mothers committees in all the villages. The mothers committees will have its office bearers such as President, Secretary and Treasurer like SHG models. The members of the committee will be the parents of Anganwadi children and pregnant mothers those who attend the Anganwadi nutrition centre. They will also monitor and supervise the Anganwadi renovation works which will be carried out from our project. Up to FY: 2019-20, we have promoted 11 mothers committees.



A renovated Anganwadi building at Hanumanthapuram village

This financial year, ***there are 2 Anganwadis are renovated*** in Hosur block and before that we have promoted 2 Anganwadi mothers committee to ensure 100 percent backend support. There are ***54 children and 61 mothers were benefitted*** by this Anganwadi renovation program.

The following describes about the Anganwadi renovation details in Krishnagiri District;

| Sl.No | Name of the Anganwadi | Village | Panchayath | Block | District | Children |
|-------|-----------------------|-----------------|------------|-------|-------------|----------|
| 1 | ICDS, Hanumanthapuram | Hanumanthapuram | Mugalur | Hosur | Krishnagiri | 21 |
| 2 | ICDS, Mugalur | Mugalur | Mugalur | Hosur | Krishnagiri | 30 |
| | | | | | | |

Health/Sanitation Camps:

Due to Covid-19 the Government of India and as well as Government of Tamil Nadu has issued so many restrictions for gathering people in public places, so in between this critical situation we have conducted 2 number of Covid awareness campaigns in Hosur block during this financial year. There are 61 members from mothers committee; around 160 people from general public were eagerly participated in the campaigns. Self-hygiene, using of toilets, how to use the toilets, how to maintain the surroundings clean and how to live healthy life etc., were taught in the program. As a part of this program, competition on health & sanitation, healthy environment were conducted and the winners (children) were given with prizes. The details of conducted health/sanitation awareness camps given in the below table;





Photo of a World Toilet Day and Covid-19 Awareness program conducted in Hosur Block, Krishnagiri District

Formation & Adoption of Women Self-Help Groups:

During the last financial year we have promoted 11 women SHGs in our core villages. We have given the trainings to them and also developed the habit of savings & thrift-credit. Few groups were linked with the local banks for their economic empowerment. The SHGs are also very useful for us to identify the IHHTs in villages, especially to identify eligible beneficiaries under the schemes of SBM/MNREGS.

| S.No. | Name of SHG | Total Members | Village | GP | Block | District | Formation |
|-------|-------------------|---------------|----------------|------------------|-------|-------------|------------|
| 1 | Varalakshmi M/s | 17 | Mugalur | Mugalur | Hosur | Krishnagiri | Q2(20-21) |
| 2 | Muneshwara M/s | 14 | B.Settipalli | S.Mudhuganapalli | Hosur | Krishnagiri | Q2(20-21) |
| 3 | Dhanalakshmi M/s | 12 | M.C.Palli | M.C.Palli | Hosur | Krishnagiri | Q2(20-21) |
| 4 | Vidhyalakshmi M/s | 12 | M.C.Palli | M.C.Palli | Hosur | Krishnagiri | Q2(20-21) |
| 5 | Varalakshmi M/s | 14 | M.C.Palli | M.C.Palli | Hosur | Krishnagiri | Q2(20-21) |
| 6 | Sri Lakshmi M/s | 14 | Pachakshipuram | Pachakshipuram | Hosur | Krishnagiri | Q2(20-21) |
| 7 | Vani M/s | 20 | Pachakshipuram | Pachakshipuram | Hosur | Krishnagiri | Q2(20-21) |
| 8 | Varalakshmi M/s | 16 | M.C.Palli | M.C.Palli | Hosur | Krishnagiri | Q2(20-21) |
| 9 | Sri Durga M/s | 15 | Anumanthapuram | Mugalur | Hosur | Krishnagiri | Q3 (20-21) |
| 10 | Sowdeshwari M/s | 12 | Anumanthapuram | Mugalur | Hosur | Krishnagiri | Q3 (20-21) |
| 11 | Manjunatha | 16 | Anumanthapuram | Mugalur | Hosur | Krishnagiri | Q3 (20-21) |

Details of Women SHGs formed in Krishnagiri District during the FY: 2020-21

Virudhunagar District:

Virudhunagar District is vast one and we are working in two adjoining blocks namely Sivakasi and Vembakottai. Earlier we worked in Virudhunagar block also. Sattur block of Virudhunagar district and Kovilpatti block of Tuticorin district also adjoining blocks to Sivakasi and Vembakottai blocks. The ITCs vendor matches are spreading over the entire districts of Virudhunagar and Kovilpatti block of Tuticorin District. This year also we have implemented our CDP activities in Sivakasi and Vembakottai Blocks. But our main focussed area is Sivakasi block because it has high density of ITC vendor factories in and around of Sivakasi town.

Individual House Hold Toilet (IHHT) Construction:

We have given the target of 100 numbers of IHHTs constructions for Sivakasi block, Virudhunagar District. But all these constructions will be done by collecting and using the revolving fund (Loan Amount) from IHHT beneficiaries of last financial years. But due to Covid-19 problem/spread as well as non-availability of fund from state SBM department, we have constructed only 20 IHHTs in the district. It was a worst and bad setback for our organization and as well as project. But we keep on trying to collect the revolving fund from beneficiaries and for some cases from state SBM department.

Our IHHTs are very useful for senior citizens. New Anganwadis of FY: 2020-21



Anganwadi Renovation:

This year we have done renovation work for 4 Anganwadis which are serving to scheduled caste communities (Children/Mother). We have done this activity in four villages of two village panchayaths. Through this Anganwadi activity, there are 189 were benefitted (Children + Mothers (ANC&PNC)).

| Sl.No. | Name of the Anganwadi | Village | Panchayath | Block | Benefitted |
|--------|-----------------------|-------------|-------------|----------|------------|
| 1 | ICDS, Gangakulam | Gangakulam | Gangakulam | Sivakasi | 33 |
| 2 | ICDS, Paaraipatti | Paaraipatti | Meenampatti | Sivakasi | 29 |
| | | | | | |

List of Anganwadis renovated in FY: 2020-21





A newly renovated Anganwadi at Gangakulam Village, Sivakasi Block

Pudukottai District:

Viralimalai Block of Pudukottai District is having vast gap of IHHTs. There is no single ODF village in the block. Every village is having minimum gap of 50 IHHTs at least. The SBM and government departments were failed in Swachh Bharath Mission. So that we have started our IHHTs construction program there from 2018 onwards. We have tried to collaborate with the government departments continuously, but we didn't get their collaboration due to various reasons.

But in between the struggles, we built 300 Individual House Hold Toilets in the core villages of ICML factory, NH-45, Viralimalai, Pudukottai District. And this FY 2020-21 we have constructed 50 IHHTs in Viralimalai Block of Pudukottai. We tried the loan model, but we failed due to false propaganda done the local body administration officials and as well as by the local body representatives. So the ITC asked us to withdraw our IHHTs construction program from there.

Anganwadi Renovation:

During this financial year, we have renovated 6 Anganwadis in Viralimalai block against the target of 5 Anganwadis. The Anganwadis are renovated in Pallikoodathanpatti and Viralur Villages. The Anganwadis were provided with safe drinking water facilities also. 214 children and 188 ANC/PNC mothers were benefitted through this program.



Photos of a renovated Anganwadi in Pudukottai District

| Sl.No | Name of the Anganwadi | Village | Panchayath | Block | Children |
|-------|------------------------|-------------------|-----------------|-------------|----------|
| 1 | ICDS, Viralur | Viralur | Viralur | Viralimalai | 27 |
| 2 | ICDS Rajanaickenpatti | Rajanaickenpatti | Boothagudi | Viralimalai | 19 |
| 3 | ICDS Kattupatti | Kattupatti | Viralimalai | Viralimalai | 25 |
| 4 | ICDS Manamettupatti | Manamettupatti | Mela Boothagudi | Viralimalai | 22 |
| 5 | ICDS Viralimalai North | Viralimalai North | Viralimalai | Viralimalai | 27 |
| 6 | ICDS, Kulavaipatti | Kulavaipatti | Rajagiri | Viralimalai | 21 |

Renovated Anganwadi Details, Pudukottai District FY: 2020-21

SHG Promotion:

This financial year we have newly promoted 8 women Self-help groups in eight villages with 105 members. The groups were introduced with monthly savings scheme and linked with local nationalized banks for further development.

Details of SHGs formed in this FY: 2020-21

| S.No. | Name of SHG | Total Member | Village | GP | Block | District | Formation Date |
|-------|---------------------|--------------|----------------------|-------------|-------------|------------|----------------|
| 1 | Vinayagar | 13 | Thulukkampatti | Kathalur | Viralimalai | Pudukkotai | 10.04.2020 |
| 2 | Angalaparameshwari | 15 | Kathalur | Kathalur | Viralimalai | Pudukkotai | 08.10.2020 |
| 6 | Saraswathi | 12 | palapatti | Kathalur | Viralimalai | Pudukkotai | 09.10.2020 |
| 7 | Rajamuthumariyamman | 16 | Muththakavundampatti | Rajalipatti | Viralimalai | Pudukkotai | 09.11.2020 |
| 8 | Koothandamman | 12 | R.Kulavaipatti | Rajagiri | Viralimalai | Pudukkotai | 17.11.2020 |
| 9 | Sivan | 12 | Koothandamman kovil | Rajagiri | Viralimalai | Pudukkotai | 21.11.2020 |
| 10 | Kurumpachi Amman | 15 | Viralur | Viralur | Viralimalai | Pudukkotai | 07.01.2021 |
| 11 | Ganapathi | 12 | Samathuvapuram | Vadugapatti | Viralimalai | Pudukkotai | 09.01.2021 |

Health/Sanitation Camp:

We have organized one day health/sanitation awareness camp at Rajalipatti village of Viralimalai block 19/11/2020 at Government Primary school premises. The village Panchayath Presidents, Ward Members and local community leaders were participated in the program. The teachers of government primary school gave their good cooperation to success this event





Challenges in implementation:

- Collaboration with government departments especially with District level SBM department is very difficult for us especially in Viralmalai block officials.
- The Government officials always expecting/asking bribe for every activity, if we denied giving the bribe they will not collaborate with us.
- The newly elected local body representatives threatening us that they lost their income by constructing IHHTs and renovating Anganwadis So they are asking us to give certain percentage to them.
- In Village Panchayath Gram Sabha meeting, the Panchayath presidents instructed to the public that don't give the local contribution and as well us loan amount back to our project.
- They are (Government officials/Local body representatives) spreading the wrong news that under the CSR, all activities are 100 percent free and DRDCT is collecting revolving loan back wrongly.
- If we promote a women SHG, they are expecting group loan from our project end and now a days the nationalized banks are refusing to give the loan to SHGs.
- Inadequacy of project staffs leads to delay in completion of CDP activities especially in completion of construction works.

Conclusion:

We the DRDCT are always thankful to ITC's MSK division for its marvellous support and partnering with us. Our travel with ITC MSK is long one up to 16 years and still we are very eager and willing to implement ITCs CSR activities in any district of Tamil Nadu state.