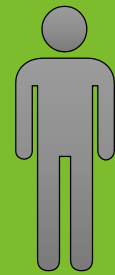


Amrita SeRVe Operating in

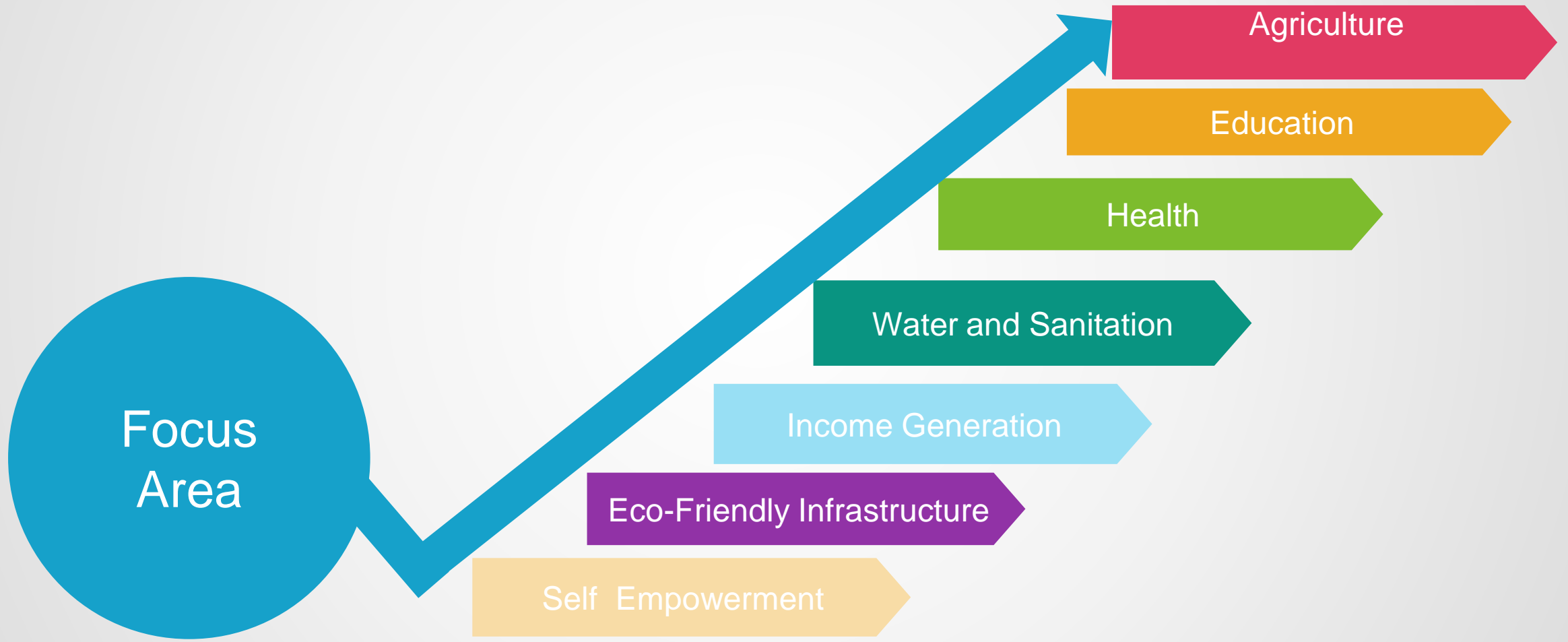
21 States

36 villages

23 Districts



**An introduction to
AMMA's
101 Village
Project**



MODEL VILLAGE



Project
Objectives

INTRODUCTION

- Define the concept Model villages or Adarsh Grams;
- Define the concept of livelihood & identify the livelihoods components in Villages.

**Community Based Adaptation-
Sustainable livelihoods through
Agriculture & Income Generation
Activities**

Livelihoods are ‘means of making a living’, the various activities and resources that allow people to live.

A livelihood is sustainable when it can:

- Cope with, and recover from stress and shocks (drought, flood, war, etc.),**
- Maintain or enhance its capabilities and assets, while not undermining the natural resource base”.**



Livelihoods are similar for groups of people doing similar things.

“Livelihood group” is a group of people who:

- **Access similar resources,**
- **Share similar social and cultural values, and**
- **Have a comparable economic status.**



Before and After

Before

Vulnerability Context	There were no immediate threat of climate change but threat of wild animals and reducing water and rain
Livelihood resources or assets	No assest out of five assets such as human assets , social assets. natural assets , physical assets & financial assets are working properly.
Policies, institutions and processes	villagers are not aware of most of the policies and Schemes .
Livelihood strategies	Most of them are farmers and farm land labours . But most of them left farming by2010 .Agriculture is not beneficial for individuals .
Livelihood outcomes or goals:	Most of the villagers have no permanent jobs. Some of them are going to forest works such as cleaning, collecting teak seeds etc . Alcoholism and Chewing Betal leaves with pan parag were in excess. There were no specific goal.





Village

· Sadivayal

Block

· Thondamuthur

District

· Coimbatore

State

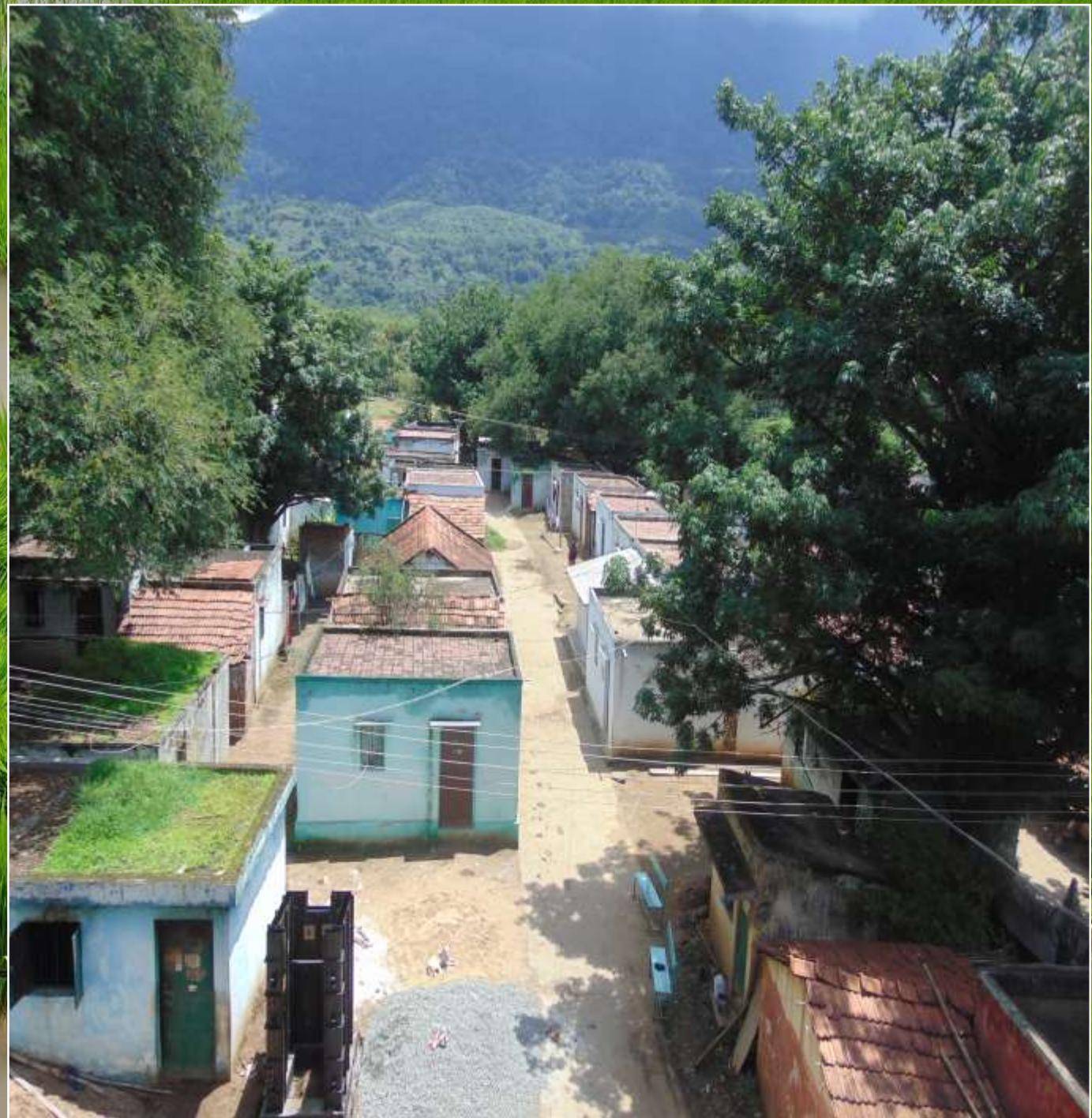
· Tamil Nadu

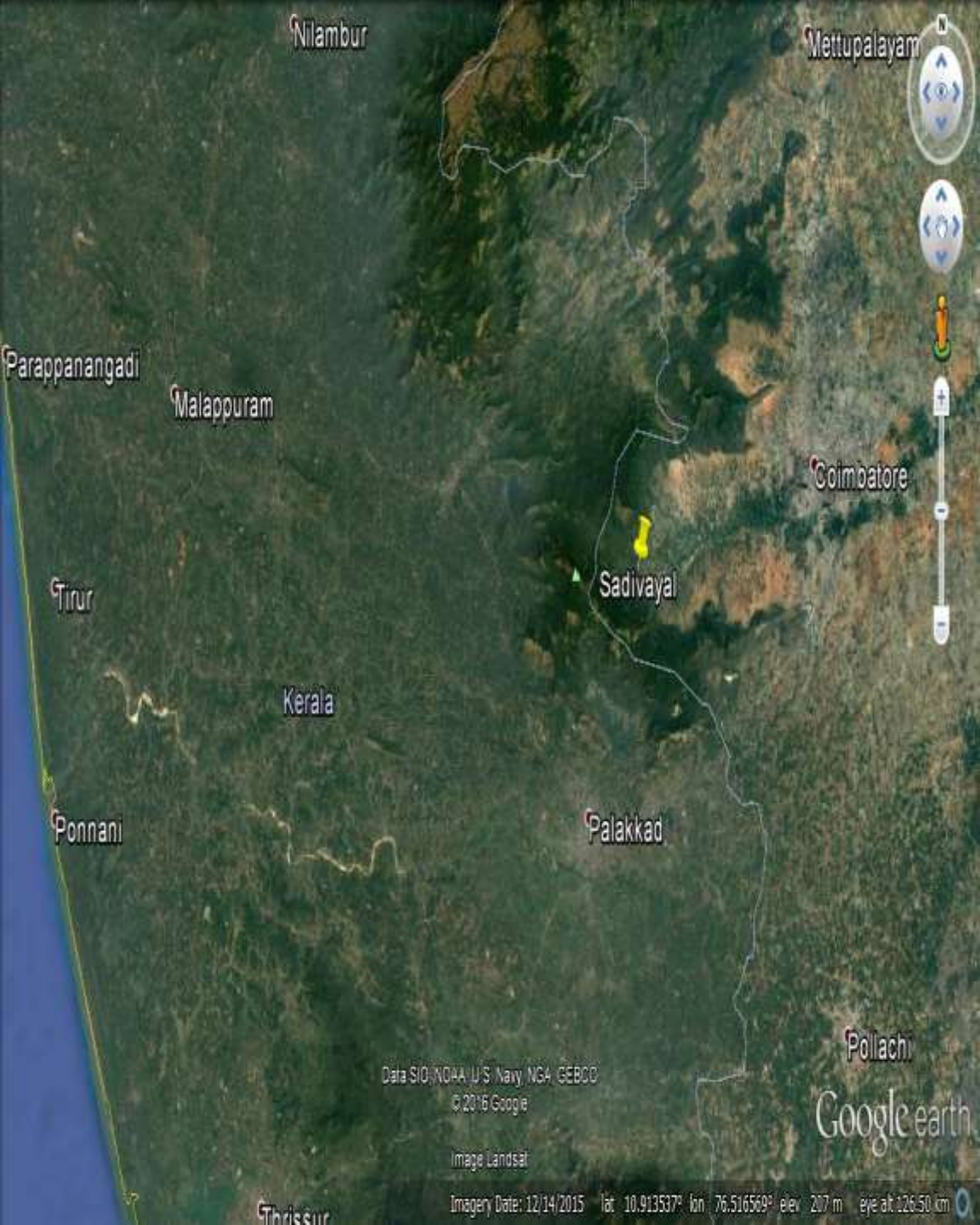
Total Population

· 150

Language

· Tamil





Water Resources



Reasons !

Problem Identified

Agriculture which is the backbone of Indian village is not at all an lucrative business.

Solution

Group Farming using Sustainable Method.

Phase –I

Project Intervention

- Bring the farmers in a group and improve their bargaining power.
- Bring the entire land under cultivation.
- Capacity building training for farmers from Experts in organic farming.
- Providing seed money. Higher level of participation in Decision making.
- Inclusion of women SHG groups.
- Access to employment through skill Training
- Possibility of additional income in future.
- Freed from the clutches of Money lenders
- Integration of women and men groups and enabling them to take up livelihood activities.
- Addressed health issues like malnutrition and Anemia .

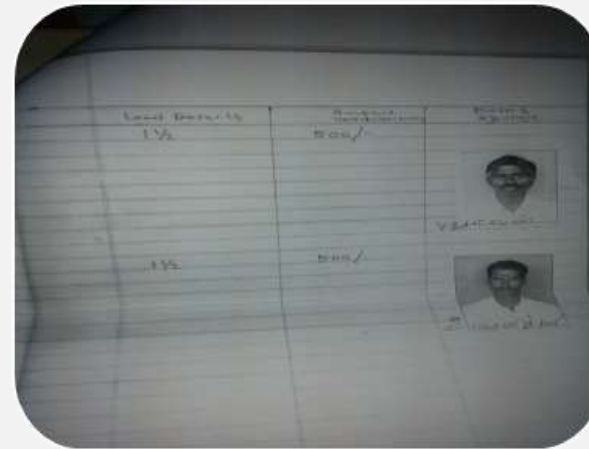
Phase -II



Group Meeting



Group Meeting



Minute Copy



Bank Account

GROUP MEETING





- **Total No of Farmers : 20**
- **Acres of Land : 1 Acre**
- **Amount Contributed : 500/-**
- **Bank Account opened : 09/05/16**
- **Bank: Canara**
- **Branch: Alandurai**

Doors, windows but fresh air and new thoughts

Minutes Copy

Handwritten text in Malayalam script, likely a list of names and amounts. The text is written on lined paper and includes several numbered items.


1. ...
 2. ...
 3. ...

Rs	Amount Contribution	Photo & Signature
500/-		
500/-		
500/-		

Bank Account


AMRITA
SeRve
SELF-HELPANT VILLAGE
TRANSFORMING RURAL INDIA

Amrita Vishwa Vidyapeetham
3002, Amritapuri Campus, Clappana P. O.
Kollam - 690525, Kerala, India
Ph: +91-476-260-00
E-mail: info@amritaserve.org, www.amritaserve.org

केनरा बँक  Canara

NAME AND ADDRESS OF BRANCH:
Alandurai
CANARA BANK
29 A, First Floor, Suryam Main Road
Alandurai
ALANDURAI
TAMIL NADU-641101.
IFSC Code: CNRB0001032 MICR Code: 641015019
Tel No: 422620625 Fax No: 1
Email ID: 291032@canarabank.com

Contact deta
The banking
LDO, RSH
Fort Uthais
Chennai
Chennai-600
Tel.No.080040000
Fax.No.0 Email ID:bochennai@



ACCOUNT DETAILS
KALISWAMY P
VELUSAMY R
1032101043391
Others
S O PASSBOOK NO.5 14 SADEVAYAL

BRIT BY A/C No. 1032101043391

Sl. No.	Date	Particulars	Debit Cr. Bal.	Bank Withdrawals	Amount Deposited	Rs. Balance
01	09/05/2016	CASH DEPOSIT			5000.00	5,000.00
02						
03						
04						
05						
06						
07						
08						
09						
10						
11						
12						
13						
14						

The Manager
Canara Bank
Alandurai Branch
Coimbatore

May 7, 2016

Dear Sir

The Amrita SeRve project was started by Amma, Sri Mata Amritanandamayi Devi, to bring about sustainable development in village clusters all over the country. We are currently working in 21 states around the nation.

As part of this work, we are focusing on the small and marginal of most backward communities. We are organising the farmers into groups, providing them training, buying them seeds and organic fertilizers and helping market their produce.

In the village of Sadivail, Panchayat Mathuraipuram, which is one of our villages in Tamil Nadu, we have formed a Farmers' Club to promote agriculture and allied activities.

For this Amrita Farmers Group Sadivail [AFGS], we request you to please open a joint account in the names of the President and Secretary.

We are attaching following documents in support of our request.

- 1] Copy of Minutes Report
- 2] Photos and ID Proof of Member Farmers

The opening balance is from the contribution of INR 500 from each of the member farmers.

Best Regards,


Anju Bist
Director, Amrita SeRve
Vishwa Vidyapeetham,

Method Used

Convergence Method
Linked various department
and used their resources,
fund and expertise for
achieving same goal..





Phase -III



Seed Selection



Bhomi Pooja



Compost Pit/Mulching



Protecting natural resources

Selection of Seeds – Bhavani Rice



Initial Preparation- Bhomi Pooja

Bhoomi Puja ritual is celebrated to mark the beginning of a new season and to get busy in sowing season .Aadi month(Tamil month) begins from 16 July and remaining for one month. It is essential to do this Pooja to seek the blessings of Mother Earth; to ensure protection and well-being of the crop sworn in...



**Pooja to
Forest God
for good
rain and
harvest**



Initial Preparation-Compost Pit

Compost is a key ingredient in organic farming. At the simplest level, the process of composting requires making a heap of wet organic matter known as green waste (leaves, food waste) and waiting for the materials to break down into humus after a period of weeks or months.



Mulching

A mulch is a layer of material applied to the surface of soil. Reasons for applying mulch include conservation of soil moisture, improving fertility and health of the soil, reducing weed growth.



Irrigation is through surface canal water

Bringing Water through natural resources like canal from top of hill which is 2 km away from village .



Phase -III



Primary Tillage



Secondary Tillage



Training Program



Side Protection

Primary Tillage using – Spring Tooth Harrow

Primary tillage is the first soil tillage after the last harvest. It is normally conducted when the soil is wet enough to allow plowing and strong enough to give reasonable levels of traction.



Secondary Tillage using -Cage wheel

- Seedbed preparation and intercultural operations up to a depth of 15 cm.
- It provides breaking of clods and mixing of crop residues. Weed control
- Incorporation of fertilizers
- Leveling soil surface.



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Phase –IV



Beeja mrutham



Jeeva mrutham



Sowing the seeds



Seed Beds

Beeja Mrutham for 50 Kg of Rice

Items	Unit
Cow Dung	1kg
Cow urine	1 lt
Lime	10gm
Water	5 lt
Top soil	Preferably below Mango/Jackfruit tree

Mix it with seed and kept for 24 Hours





Jeevamrutham for 50 Kg of Rice

Items	Unit
Cow Dung	5kg
Cow urine	5 lt
Black Jaggary	1kg
Basan(Chick Pea Flour)/ Black-eyed peas or cow peas Powder	1kg
Water	100 lt

Cover the drum with jute bag and let it ferment for a week by mixing every two days. This mixture can be used within 2-3 days of mixing. After a week, the microbes develop in





Preparation

Botanical pesticides for Insects

Take 500 ml warm water . Add 50 gram bar soap. when cool add 200 ml neem oil. Take 200 g garlic . Grind it with 300 ml water. Mix all well . Add 9 lt water .Filter and spray.



Preparation

Botanical pesticides for Insects



Five leaf Extract

This extract is prepared with five types of leaves:

- 1.Plants with milky latex: calotropis, nerium, cactus, jatropa**
- 2.Plants which are bitter: neem, andrographis, tinospora, leucas**
- 3.Plants that are generally avoided by cattle: Adhathoda, Ipomea fistulosa**
- 4.Aromatic plants: vitex, ocimum**
- 5. Plants that are not affected by pests and diseases: morinda, Ipomea fistulosa**

One plant in each category should be taken in equal quantities (1 kg each) and pounded well. Put leaf pastes into a mud pot and add twice the quantity of water (10 liters). Add 1 liter of cow urine and 100 gm of asafoetida. Tie the mouth of the pot tightly with a cloth. Allow the extract to sit for one week, mixing well each evening. The five leaf extract can be stored and used for a period of 25-30 days.



Control Methods :
Cow urine and buttermilk spray

Mix 1 liter of cow urine with 1 liter of sour buttermilk and 8 liters of water. Spray once daily for 2 weeks or until signs of disease disappear.

Control Methods :
Neem seed and cow dung spray

Grind 5 kg neem seed and dilute with water. Filter out neem seed. Mix 25 kg fresh cow dung with neem seed filtrate. The resulting product is sufficient for spraying 1 hectare of land, provided the required quantity of water is added. The neem seed and cow dung spray prevents excessive flower drop.





Control Methods :

Pseudomonas and cow dung slurry.

Drain water. Let fresh water enter in the field . Spray Pseudomonas and cow dung slurry. After 3-4 days neem garlic suspension .Apply neem cake and bone meal/ Rajphos to compensate the deficiency of nutrients .

Five leaf Extract



Different stages of Crops After 10 days



After 50 Days



After 70 Days



After 100 Days



After 140 Days



Post Harvesting



Post Harvesting



Post Harvesting



Total Production

Particulars	Tons /Kg	Price	Rs
Total Production	50 Tons	Selling price Previous years	12
Own Food	5 Tons	Selling price 2016-17	30
Kept for Seed	2 Tones	Total Expense /Acre	20000
Sold as Seed	3 Tones	Returns /Acre	45000
Sold out side	40 Tons	Straw /Hey/Pil	20000
Average Production /Acre	1500 Kg	Net Profit /Acre	45000





Other Development Activities :

Title deeds for 40 acres of land were distributed to 20 farmers families in the villages and all 44 families got 1.5 cent of land holding houses where they staying from their ancestral time under the Scheduled Tribes and other Traditional Forest Dwellers (Recognition of Rights) Act, 2006.

Check Dam

The purpose of check dam at Sadvayail is to retain water up stream, so that the water percolates into the ground and recharges the ground water table bodies for local use as well as strengthens the ecosystem. It retain excess water flow during monsoon rains in a small catchment area and helps farmers to start continuing farming for whole year.

Sadivayal –First Organic Tribal Certified Village of Taminadu

FORM NO.II
(See Rule 8 of the Tamil Nadu Societies Registration Rules, 1978)
CERTIFICATE OF REGISTRATION UNDER SECTION 10
OF THE TAMIL NADU SOCIETIES REGISTRATION
ACT, 1975 (TAMIL NADU ACT 27 OF 1975)
CERTIFICATE OF REGISTRAR OF SOCIETIES

Sl. No. SRG/Coimbatore/42/2019

I hereby certify that **AMRITA VIVASAYAM SANGAM** has this day been registered under the Tamil Nadu Societies Registration Act, 1975 (Tamil Nadu Act 27 of 1975).

Given under my hand at Coimbatore this 8th day of February, 2019

Seal :  Station : 

Signature of the Registrar
District Registrar (Admin)
(AIG Cadre)
Coimbatore.
08/02/19

User name - Coimbatore_SR_422019

16-02-19 07:54


Scope Certificate
Certificate No. **ORG/SC/1911/003401**
C.Selvaraj
Amrita Vivasayam Sangam,
S/o Chinnasamy, Door No.5/2, Sadivayalpathi, Srivani Adivarum,
Coimbatore North, Coimbatore, Tamil Nadu-641114


Accreditation No. under ISO 9001:2015
SPD/SAR/0015

This is to certify that the product(s) and area(s) of the mentioned organisation inspected by Tamil Nadu Organic Certification Department are in accordance with requirements of **India's National Programme for Organic Production Standards** (Considered equivalent to Council regulation (EC) No. 834/2007 (Category A & E) and Swiss Organic Farming Ordinance for unprocessed plant products originating in India)

For the following process, **Production** this Certificate is issued.

This certificate is valid from **20/09/2019 until 19/09/2020**

This certificate is valid for those product(s) and area(s) that are specified in the annexe **ORG/SC/1911/003401 A**.

The validity of this certificate solely depends on the continued compliance with the required standards and is subject to annual surveillance inspections.

Authorised By:
Eapan Venkath Eapan
Quality Manager
Issued Date: 25/11/2019


QSOI 0800404992019112019003401

