An introduction to AMMA’s 101 Village Project

Amrita SeRVe Operating in

21 States

36 villages

23 Districts
Focus Area

- Agriculture
- Education
- Health
- Water and Sanitation
- Income Generation
- Eco-Friendly Infrastructure
- Self Empowerment
INTRODUCTION

• Define the concept Model villages or Adarsh Grams;
• Define the concept of livelihood & identify the livelihoods components in Villages.
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.
<table>
<thead>
<tr>
<th>Before and After</th>
<th>Before</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vulnerability Context</strong></td>
<td>There were no immediate threat of climate change but threat of wild animals and reducing water and rain</td>
</tr>
<tr>
<td><strong>Livelihood resources or assets</strong></td>
<td>No asset out of five assets such as human assets, social assets, natural assets, physical assets &amp; financial assets are working properly.</td>
</tr>
<tr>
<td><strong>Policies, institutions and processes</strong></td>
<td>Villagers are not aware of most of the policies and Schemes.</td>
</tr>
<tr>
<td><strong>Livelihood strategies</strong></td>
<td>Most of them are farmers and farm land labours. But most of them left farming by 2010. Agriculture is not beneficial for individuals.</td>
</tr>
<tr>
<td><strong>Livelihood outcomes or goals:</strong></td>
<td>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.</td>
</tr>
</tbody>
</table>
- Village: Sadivayal
- Block: Thondamuthur
- District: Coimbatore
- State: Tamil Nadu
- Total Population: 150
- Language: Tamil
Water Resources
<table>
<thead>
<tr>
<th>Problem Identified</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture which is the back born of Indian village is not at all an lucrative business.</td>
<td>Group Farming using Sustainable Method.</td>
</tr>
</tbody>
</table>
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
Formation of farmer group

- 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
Dear Sir

The Amrita SeVe 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 Sadival, 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 Sadival [APGS], 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.

Yours Respectfully,

[Signature]

[Name]
Director, Amrita SeVe
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
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.
Phase – IV

Beeja mrutham

Jeeva mrutham

Sowing the seeds

Seed Beds
### Beeja Mrutham for 50 Kg of Rice

<table>
<thead>
<tr>
<th>Items</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cow Dung</td>
<td>1kg</td>
</tr>
<tr>
<td>Cow urine</td>
<td>1 lt</td>
</tr>
<tr>
<td>Lime</td>
<td>10gm</td>
</tr>
<tr>
<td>Water</td>
<td>5 lt</td>
</tr>
<tr>
<td>Top soil</td>
<td>Preferably below Mango/Jackfruit tree</td>
</tr>
</tbody>
</table>

Mix it with seed and kept for 24 Hours
Jeevamrutham for 50 Kg of Rice

<table>
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<tr>
<th>Items</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cow Dung</td>
<td>5kg</td>
</tr>
<tr>
<td>Cow urine</td>
<td>5 lt</td>
</tr>
<tr>
<td>Black Jaggary</td>
<td>1kg</td>
</tr>
<tr>
<td>Basan( Chick Pea Flour)/ Black-eyed peas or cow peas Powder</td>
<td>1kg</td>
</tr>
<tr>
<td>Water</td>
<td>100 lt</td>
</tr>
</tbody>
</table>

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 the mixture which can be used with irrigation water,
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 l water. Filter and spray.
Preparation
Botanical pesticides for Insects
This extract is prepared with five types of leaves:

1. Plants with milky latex: calotropis, nerium, cactus, jatropha
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 100 Days
After 140 Days
Post Harvesting
## Total Production

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Tons /Kg</th>
<th>Price</th>
<th>Rs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Production</td>
<td>50 Tons</td>
<td>Selling price Previous years</td>
<td>12</td>
</tr>
<tr>
<td>Own Food</td>
<td>5 Tons</td>
<td>Selling price 2016-17</td>
<td>30</td>
</tr>
<tr>
<td>Kept for Seed</td>
<td>2 Tones</td>
<td>Total Expense /Acre</td>
<td>20000</td>
</tr>
<tr>
<td>Sold as Seed</td>
<td>3 Tones</td>
<td>Returns /Acre</td>
<td>45000</td>
</tr>
<tr>
<td>Sold out side</td>
<td>40 Tons</td>
<td>Straw /Hey/Pil</td>
<td>20000</td>
</tr>
<tr>
<td>Average Production /Acre</td>
<td>1500 Kg</td>
<td>Net Profit /Acre</td>
<td>45000</td>
</tr>
</tbody>
</table>
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 Sadivayail is to retain water upstream, 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 retains 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 Tamilnadu