Chapter III

PROFILE OF SOCIAL SERVICE CENTRE AND STUDY AREA
This chapter describes the profiles of Social Service Centre and the study area i.e. West Godavari and East Godavari districts of Andhra Pradesh.

**Section A: Profile of Social Service Centre, Eluru**

In the realm of development, especially in the rural areas, institutions play crucial role in view of their proximity to the public and also their capacity to understand the grass-root problems. Further, one of the characteristic features of Indian NGOs was the welfare gesture towards weaker sections that includes the destitute and the poor. Though plethora of institutions are operating in rural and urban areas of India, only few could make it big enough to reach the needy in view of their qualitative and quantitative aspects of the activities undertaken by them. One such institution is Social Service Centre operating in Andhra Pradesh with its headquarters in Eluru- the headquarters town of West Godavari district.

Social Service Centre is, in fact, an Official wing of the Roman Catholic DIOCESE of Eluru and is a non-profit voluntary organization. The diocese has an ecclesiastical jurisdiction over the whole District of West Godavari and four Revenue Zones viz., Amalapuram, Kothapet, Mummudivaram and Razole of East Godavari District and therefore the jurisdiction of the SOCIAL SERVICE CENTRE is the same.

**3.1.1 Vision Statement**

The Vision statement of any organisation speaks volumes about its prime functions and the direction in which it is working. The Vision statement of Social Service Centre is as follows:

‘Building people in order to build a more humane society’.

On close perusal of the statement it is quite evident that the organisation meant for building a more humane society. In other words, the organisation is
working for the people to appreciate each other individuals and realise the equality. This enables to arrive at such a society wherein every individual realises his responsibility and leads a comfortable way of life. This also means that Social Service Centre is one such NGO working for the egalitarian society without discrimination on either caste or creed.

Perhaps this in background, Social Service Centre has carved out its own niche for itself as its very principle of reaching each and every person irrespective of caste or creed. In order to achieve the Vision slated for the organisation, Social Service Centre is also quite emphatic in its approach.

Goal statement is nothing but the path chosen by the organisation to realise the Vision. The Goal statement of the organisation was as follows:

3.1.2 Goal

To enable the poor and the distressed in pursuit of their human dignity through community empowerment process.

The key measures undertaken by the organisation were based on their focus on the poor and the distressed persons in the society. Since the poor and the distressed are those who need succour and proper guidance, Social Service Centre has chosen concentrating on these sections of the population so as to arrive at a social situation wherein every individual would be in a position to utilise the opportunities on equal platform.

Though the organisation is promoted by Christian faith, in reality its principal endeavour and principles were based on service to the downtrodden in the society irrespective of caste or creed. Thus, Social Service Centre is an example in reference to unique organisation that is possible in India wherein religion or social class is not a criterion for serving the society.
3.1.3 Genesis

Social Service Centre is the official wing of the Roman Catholic Diocese of Eluru and is a non-profit voluntary organization. The Diocese of Eluru was bifurcated in the year 1977 from the erstwhile Diocese of Vijayawada. It has an ecclesiastical jurisdiction over the whole district of West Godavari and four Revenue Zones viz., Amalapuram, Kothapet, Mummudivaram and Razole of East Godavari District. The first Chairman of the organization Social Service Centre, Most Rev. M. John who is also the first Bishop of Eluru.

The Social Service Centre was registered under Societies Registration Act in the year 1977, bearing the number 184 of 1977. In fact, the organisation was registered specifically on 15th September, 1977. The organisation is also registered under the Foreign Contributions Regulation Act (FCRA) bearing registration number 01018018 and thus facilitating the organisation to receive the external agencies funding so as to serve the poor and downtrodden in a much better manner.

It may be recalled that when the organisation was registered as society or NGO in the year 1977, the then social and political situation existing in the country was quite turbulent. Perhaps, with the notion to serve the society and in an endeavour to enable the downtrodden and weaker sections to overcome their deficiencies, the organisation has taken a definite shape in the year 1977. As the Social Service Centre is backed by committed and disciplined personnel, from the very year of its inception and till today the organisation made its mandate clear and also made the efforts to achieve the same. Thus, Social Service Centre though backed and established by those who had faith in Christianity but while serving the society, the Social Service Centre has chosen a unique path of serving all the social classes in the society and proved that service to the mankind is service to the God.
Social Service Centre has committed Chairman, Vice-Chairman and the young Director under whose leadership the entire staff is working for the benefit of the poor across the Diocese. It has taken up various socio-economic, educational and developmental projects for the betterment of the vulnerable sections irrespective of caste, colour, race and religion.

3.1.4 Area of Operation

Social Service Centre has a jurisdiction to operate throughout Andhra Pradesh. However, presently the organisation is operating extensively in West Godavari district and to some extent in East Godavari district of Andhra Pradesh. These geographical restrictions were perhaps emanating from the ecclesiastical jurisdiction of the Dioceses concerned.

The operational area of Social Service Centre, West Godavari district and East Godavari District, where it has major operations, could broadly be divided into three categories viz., The upland region, the low lying area and the Coastal region. Very interestingly, all these three regions are prone to frequent natural calamities, i.e., either drought or acute shortage of food or drinking water. Similarly, in East Godavari district, the organization is concentrating extensively in Amalapuram division which is on the coast—an area which has contradicting features like wealth and extreme poverty. The area is also noted for natural calamities like floods from river Godavari and cyclones from the Bay of Bengal.

Thus, the operational area of the organization has been carved out in such a manner to serve the rural poor and downtrodden in a better manner in terms of quality and quantity.

3.1.5 Programmes of Social Service Center

Social Service Centre has been undertaking several programmes for the benefit of the poor and the downtrodden and also to strike an equilibrium in the
As the organization has scores of programmes, titles of these programmes are presented in the following manner:

a. Animation and Awareness Programmes  
b. Community Based Disaster Preparedness Programme  
c. Nutrition Programme (CRS Food)  
d. Capacity Building (Training) Programmes  
e. Child Labour  
f. Health Education  
g. Income Generation Programmes  
h. Drinking Water Programme  
i. ASHA (Health Worker) Programme  
j. Scholarships for Students  
k. Tsunami Rehabilitation Programme  
l. Sanitation Programme  
m. Suraksha Programme  
n. Child-line Programme  
o. Tribal Development  
p. Premanvitha Programme

The very profile of the programmes indicates that the organization is almost touching every aspect that the poor and the downtrodden crave for.

Social Service Centre is promoting these programmes through basic three methods. These are:

- Programmes supported by the own funds of the organization;  
- Programmes conducted in partnership with other NGOs; and  
- Programmes supported by Government agencies/departments.

On further perusal of the array of programmes conducted by the organization also indicates that these programmes not only targeted at individual
level capacity building activities to empower the individuals concerned but also aimed at area development, infrastructure development, collective development and other related aspects. Thus, the capacity building and socio-economic development programmes conducted by the Social Service Centre can be termed as perfect methods for achieving the Vision slated for the organization.

Further, in order to understand the programmes conducted by the Social Service Centre, an attempt is made to describe a few specific and significant programmes conducted by the organization in the following manner.

3.1.6 Animation

Usually we look at the poor as ignorant, illiterate, incapable, dependent, uncivilized, unorganized, useless, hopeless, voiceless, resource less, powerless, as well as futureless. The poor, everyday hear, others using these words about them and they too begin to feel and believe what others say about them is true. As a result of this they develop a sense of negative self image.

At that moment Social Service Centre has come forward to get the poor rid of their inferiority complex and relieve them from their negative self image with “Animation Programme”.

Animation can make the poor into change agents. In animation the poor will be enabled through a process of education to get rid of their sense of negative self image and also to find out the root causes for their underdevelopment. To know the root causes and to find the remedies one needs to develop the perspective of grass root development.

The goal of the Social Service Centre is to enable the poor irrespective of caste and creed to create a more human society, which will enable them to live with justice and dignity befitting them as the children of God. The role of the
Social Service Centre was to motivate the poor to embark on this pilgrimage starting from the unjust and sub-human conditions of life.

The Social Service Centre has catered its Services to the most urgently needed people who belong to the SC, ST and OBC categories in West Godavari and Konaseema Region of East Godavari districts.

3.1.7 Animation Programme in Konaseema (East Godavari district)

Konaseema is geographically situated on the coast line of Bay of Bengal extending in area to 16 mandals consisting of 215 revenue villages and 274 panchayaths. In fact Konaseema forms part of East Godavari district with 58 mandals on the whole. But Konaseema takes 16 mandals out of the 58 Mandals. The whole of Konaseema is almost closely compared to Kerala the most beautiful place in India. Konaseema too has the same greenery and rich coconut crop, a nature’s gift to the people of Konaseema which has made them rich all these years. After West Godavari which is called the rice bowl of Andhra Pradesh, East Godavari takes the second place in which Konaseema forms a major part producing major crop especially paddy.

The devilish and deadly cyclone of 6th November 1996 that hit Konaseema area devastated the area so drastically that the face of Konaseema can never regain its former picture of beauty and richness. Though the majority of people are poor the poverty never crushed them so much. They had labor in hands and anybody could earn a living by working through two seasons at least and keep the pot boiling for the family. They lived happily in their huts as though sleeping in the lap of the nature. But unfortunately the same Motherly nature showed its wicked teeth and crushed them so cruelly that they can’t recover from the fear of it. It is the fear of life, uncertainty and insecurity that threatens them. People had no work, no crops and no clean water. Water borne diseases were high. Amoebiasis is the most common disease followed by Philarea. Besides the
people are sensitive and too shy but faithful to the core. The Social Service Centre gave immediate relief and rehabilitation and supplied CRS food for some time. The Caritas India also sponsored a short rehabilitation programme for three yearly-programmes.

In the year of 2001 the Director of Social Service Center approached Caritas Switzerland to take up the Animation program in 14 mandals of Konaseema which was kind enough to come forward to assist in order to take up Animation program in Konaseema Region. Initially the programme was initiated in 78 villages with 164 Community Based Organizations (CBOs). In the year 2004 it was extended to another 76 villages.

The Government officials like Adult education; DRDA, CDPO, Revenue and other departmental officers have been quite cooperative to Social Service Centre and Community leaders in this regard.

The overall goal of this specific Animation programme in Konaseema region of East Godavari district was “Strengthening the capacity of SC,ST and OBC communities participating in animation program in 154 villages, 14 mandals of Konaseema Region to achieve sustainability and integrated development.”

The specific objectives of the programme are:

1. Network among the 228 CBOs of 154 villages at mandal and divisional level networks are formed and strengthened the project.
2. Collective collaborative actions are taken by the CBOs and the concerned Networks and improve community health through alternative health approaches
3. Social injustice and Gender discrimination practices that manifest in different forms are identified through committees and social justice / Gender justice is achieved through collective action.
4. Savings are regularized, converted into income generation activities and to obtain government benefits in order to increase their economic status by the end of project.

The programme was so successful that it generated 228 Community Based Organizations in the project area. The emergence of such quantity of CBOs itself speaks the success of participatory approach adopted by the Social Service Centre. Further, the following are a few more achievements under this programme.

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>No. of C.B.O Villages</td>
<td>228</td>
</tr>
<tr>
<td>No. of Villages covered</td>
<td>154</td>
</tr>
<tr>
<td>No. of Leaders</td>
<td>1140</td>
</tr>
<tr>
<td>No. of Clusters</td>
<td>42</td>
</tr>
<tr>
<td>No. of Mandal level Networks</td>
<td>14</td>
</tr>
<tr>
<td>No. of Divisional level Network</td>
<td>01</td>
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</tbody>
</table>

Thus, the specific animation programme undertaken in East Godavari district became a boost for the most affected persons by the severe cyclone. Perhaps very few organizations could achieve success of this nature in a quick time as well as on a sustainable manner.

3.1.8 Tsunami Rehabilitation Programme

The seismic sea waves triggered by an earthquake with its epicenter 257 km southwest of Banda-Aceh, Sumatra, Indonesia also affected the region of Eluru in India. Fishermen, morning walkers and inhabitants of the coastline were washed away by waves that rose to up to 10 meters and flooded the beaches, seaside huts etc. As everywhere along the coast in Andhra Pradesh, the Tsunami claimed lives in East Godavari District also. Houses and huts were washed away or destroyed, fishing boats and nets were damaged and/or washed away, fish and
prawn ponds were destroyed, agricultural land was rendered unfertile by saltwater and transport, communication and electricity supply systems were badly damaged.

Social Service Centre planned and implemented the emergency relief programme after the Tsunami in December 2004 in the region effectively and efficiently, distributed food, cooking vessels, saris for women and blankets as well as emergency medication to 6714 families and gave moral support. For the Social Service Centre Eluru, a close cooperation with the communities and existing people’s organisations as well as the empowerment of women are important success factors. In order to link the rehabilitation with production means and with a community development approach, the rehabilitation phase was planned together with a longstanding partner Caritas Switzerland and Andhra Pradesh Social Service Society (APSSS) – which has great experience in capacity building trainings.

The specific goal of the project is environmental and gender sensitive rehabilitation and enhanced livelihood security for 5386 families of Tsunami affected communities in 30 coastal villages of the East Godavari district. The proposed project interventions will take place in 30 villages (15 Panchayat) of the three Mandals (administrative units) of Allavaram, Katrenikona and I. Polavaram. The project area consists of about 80 per cent Hindus, 13 per cent Muslims and 7 per cent Christians.

This programme too was successfully implemented by Social Service centre. The unique feature of the programme is total transparency, participation of government and non government organizations and also the affected people.
The features of the programme:

- Savings
- Income Generating Programme (IGP)
- Fistful rice
- Formation of Task Force Committees (TFC)
- Distribution of Task Force Material (Mega Phone, First Aid Kit, Radio and other material)
- Training for the TFCs
- Training in swimming for young boys and girls along with the elders
- Public exhibition of the mock drills of TFC to give confidence to the local villagers
- The Social Service Centre drills were appreciated by the local ministers and district bureaucracy.
- Leadership trainings
- Networking
- Training in herbal medicine
- Training to Village Health Workers
- Literacy campaign

3.1.9 Health Education Programme

Through another novel programme, Social Service Centre has been catering to the health needs through a comprehensive programme. The details of the programme are as follows:

The specific title of the programme is Awareness and support to HIV/AIDS victims and Child Laborers in Three Mandals (Lingapalam, Chinthalapudi and T.Narsapuram) West Godavari District, Andhra Pradesh. The programme was taken up for a duration of three years.
3.1.10 The genesis of programme

The programme was undertaken in view of disastrous spread of HIV/AIDS in the operational area of Social Service Centre. In fact, this monstrous disease HIV/AIDS is spreading in India at an alarming rate for the past many years. According to the latest figures of World Health Organization (WHO) India stands second in HIV incidence. And the latest statistics show that Andhra Pradesh stands second in India and West Godavari stands first unfortunately. It is all due to unsafe sex practices.

Andhra Pradesh is said to be very traditional in their sex life. The mindset of youth and the new generation is changing but that of the older generation remains conservative and orthodox. The parents still have influence over their kin in a strong way and try to control every step in their lives. Right from birth the gender discrimination is clearly marked in the families of rural India, though there is a liberal view on gender in the cities. The new generation has a conflict of mind because they are influenced by the media but still suppressed by the older generation. We see that it is quite a common practice among the rural laborers to have private premarital/extra marital sex. They don’t take any precautionary measures as this is purely a private affair and done in a hurry. The moral life among the rural villagers, as the Social Service Centre observed, was very poor and unfortunately they don’t take this as an offence either morally or spiritually. It is also common place that the land lords use the women laborers and the masons use the women members of the group for their private sex. In all these cases they don’t have any minute chance to take precautionary measures.

And then the parents are more orthodox that they don’t discuss sex related affairs with the youngsters. In their opinion sex is sin and talking about sex also is almost sin that is what they preach to the children and they don’t encourage sex education. But due to the influence of the other affairs already underway and by the influence of media the youth and the married equally are in a frenzy of mind
and have secret affairs which lead to secret private sex where they can’t look for precautions. Condom is a wrong word or an unfamiliar word so far. Moreover they are not ready for HIV/AIDS test. They feel a kind of intimidation. They don’t want to be identified as HIV/AIDS patients. They feel that, as patients they will be treated as outcasts and untouchables as it is a common practice in the villages. They can’t love the patients of AIDS. First, any animation should bring them out of this feeling so that they come forward for tests.

The main reasons are free and unsafe sex practices among the people; lack of sex education; lack of counseling; lack of awareness about safe methods; orthodox views about sex; multiple sex partners and the rise of child labourers:

In most of the rural areas in Andhra Pradesh State 80 per cent families depend on agricultural labor who do not own any land of their own. Unfortunately the population explosion shows its wickedness on these marginalized people, in the negative way. Traditionally these families take their children to agricultural labor along with them. They claim that the income that is generated collectively from all the family members can support the family in a better way. That is the only solution they see for their poverty. They never think of sending their children to schools. The local land lords also encourage children to come for labor work because they see the financial benefit. The men are paid Rs.150/- the women are paid Rs.100/- and the young boys and girls come to work for only Rs.40–50/-. Moreover they can extract more work from the youngster for fewer wages.

The poor parents consider this as a boon granted by the land lords as they only see the financial side of the affair and don’t think of the loss of future of the child. The children also don’t take any interest in going to schools due lack of motivation, desire and encouragement. Some of them who have already been in schools may have experienced bitter results and insult and ill treatment from
teachers and the mates. This paves smooth way for dropouts from schools at various stages. And they are happy with this labor job where they don’t have to take any brain work. No home work for tomorrow. They enjoy the night after day’s labor.

It has been a practice in rural Andhra Pradesh to have servant maids for all kinds of domestic work in the homes of the rich land lords and even in the houses of employees. For the poor laborer parents this has come as a boon. They send their children to these houses to work as servant maids. This work is exclusively for girls. Of course, this also led to kind of exploitation in many ways in many families and that is a different unchecked and unfortunate issue. These days mostly the young boys are seen going for mason work and rod bending. They don’t have any liabilities. So they are attracted to this physical labor. Therefore, any animation should convince the parents of the evil effects of this child labor and of the loss of future of their children. To convince them that there may be an officer in their child in future if the child goes to school is not easy. The children also should be convinced of their future and show them colorful picture of their future.

The main reasons are poverty of parents/ dependence on labor; many children in the family; lack of interest in studies; lack of motivation; poor at studies; failure in 7th class; lured by the daily or monthly wages given by the land lords; scared of work pressure in schools; no work pressure in labor work; scared of punishments in schools; ill treatment by the teachers; discrimination based on caste/color/religion even in schools and convinced by the strong feeling that they are born to labor and no desire either to lead or rule.
The above in view, the present project was undertaken. The specific objectives of the project were as follows:

- To create awareness among the youth about precautions to be taken to prevent HIV/AIDS
- To give special attention to the victims of HIV/AIDS through Care and support schemes.
- To create awareness among the poor who send their children to labour
- To bring the child labourers back to the main stream education system.
- Ensuring 100 per cent child enrollment, retention and quality education through Residential Bridge Schools.
- To promote linkages with corresponding government departments to take up issues like, child labour and HIV/AIDS.

Strategies:

Activities Planned for HIV/AIDS patients are elaborate survey in three Mandals; training to the Animators in counseling; awareness camps in the Villages for the youth about safe sex practices; awareness about HIV/AIDS that it is not infectious; identify the new incidence of HIV; awareness on how to treat the patients; supply of nutritious food to the patients; supply of medicines; conducting camps at village, Cluster and Mandal level; formation of groups among the victims; promoting savings and income generating activities among the victims; counseling to all youth and the probable victims; and escorting them to the nearest testing centers for AIDS.

Activities Planned for Child Laborers are elaborate survey in three mandals; training to the Animators in counseling the children; awareness camps in the villages for the parents; awareness camps for the children; to create interest in the children towards education; to assess their standard of education; to establish RBC schools separately for boys and for girls at cluster level (one
cluster consists 5 villages); to conduct bridge classes; appointment of teachers and other staff; special training to the RBC staff; motivation to join regular schools.; formation of groups among the parents.; alternative income generating program for the parents in groups; and vocational trainings to the students of the RBC school.

Intensive implementation of programme was the principal method by earmarking good number of staff in this project. So that the programme can take care of even minute things and also take care of the individuals. Otherwise, the planned activities may not be possible. Enrollment is one thing and retention is another thing. Identification of patients is a sensitive issue where they had to deal with individuals in confidence. And boosting their morale is another issue. They worked intensively in three remote and upland Mandals of West Godavari District in almost 75 villages for three years.

They organized trainings to staff, selected leaders and villagers to enhance their capacity and skills for the proper implementation of the program involving external resource personnel, other NGOs, Government Agencies, Social Service Centre Animation Staff and APSSS, Eluru. They expect to identify the HIV/AIDS patients smoothly and give care in the best way possible. They also expect to identify enroll and retain the child laborers in RBCs.

3.1.11 Child-line Programme

Another important programme taken up by the Social Service Centre is ‘Child-line’ programme which aims at providing immediate as well as instant rescue and rehabilitation services for children under child labor. They need to call 1098 for the services any where in India. In fact, Child-line, an NGO operating from Mumbai, was entrusted with the responsibility of monitoring and rescuing child labor workers. The Child-line in turn identified trusted NGOs to spread the
programme across the country and Social Service Centre is one among them to take up the activities concerned in West Godavari District.

More details in regard to Child-line are as follows:

The first step of Child-line took almost 3 years in the making - 3 years of understanding the needs of children on the streets of India, of figuring out how to reach them effectively, of putting in place the structure that could take the child in distress and mainstream his or her life.

What was coming across in those early days was the need for a toll free, 24 hour service, that could work across cities, which children could access from anywhere at anytime!

Childline was founded by Ms. Jeroo Billimoria, who was then a professor at the Tata Institute of Social Science (TISS), Mumbai. Initiated in June 1996 as an experimental project of the department of Family and Child Welfare of TISS, Childline has come a long way today, to becoming a nationwide emergency helpline for children in distress.

The Vision of Childline India Foundation is “A child-friendly nation that guarantees the rights and protection of all children.”

Its Mission statement reads as follows:

Childline will reach out to every child in need and ensure their rights and protection through the Four Cs.

- Connect through technology to reach the 'last mile'.
- Catalyse systems through active advocacy.
- Collaborate through integrated efforts between children, the state, civil society, corporates and community to build a child friendly social order.
- Communicate to make child protection everybody's priority.
The Ministry of Social Justice and Empowerment, Government of India, has appointed Childline India Foundation (CIF) as the nodal agency for initiating and sustaining Childline's across the nation.

Childline 1098 service is a 24 hour free emergency phone outreach service for children in need of care and protection. CIF undertakes replication of Childline, networking and facilitation, training, research and documentation, and Communications and Strategic Initiatives both at the national and international level.

This is a project supported by the Union Ministry of Women and Child Development and linking state Governments, NGOs, bilateral /multilateral agencies and corporate sector. CIF is responsible for the establishment of CHILDLINE centre s across the country. CIF also functions as a national centre for awareness, advocacy and training on issues related to child protection.

The Social Service Centre has taken up Child line in the district head quarters Eluru. The Collector of West Godavari District has appointed the Social Service Centre as a nodal agency in West Godavari district. And the Collector has entrusted the responsibility of the Child line in the district to the Social Service Centre having faith in its dedication and honesty and transparency in the implementation of the activities. It is located at Xavier nagar, Eluru with 100 children who are sheltered.

3.1.12 Child Development Centre (Premanvitha)

Premanvitha was started in 2005 with great motto of serving the specially disabled children by the then District Collector Mr. Lav Agarwal, I.A.S., and supported by his wife Mrs. Neeraja Agarwal, who showed keen interest in establishing this Institution. This institution is entrusted to the Social Service Centre, Eluru by the District Collector. The organization is known for its
commitment and dedication. The programme is supported by Rajiv Vidyamission and the Philanthropists.

The institute was started with 15 students. With its service the institute is now having 146 students out of which 81 are day scholars, 65 hostellers. Behind this success there are good capable dedicated staff members who render their services to the disabled children.

As part of this programme, Social Service Centre undertakes total care for the physically challenged or differently abled children. The specific nature of activities undertaken in this regard is as follows:

i. Occupational Therapy
   1. Accessing an environment
   2. Splinting
   3. To manage sensory problems
   4. Domestic ADL
   5. To improve Hand function
   6. To improve Upper limb function
   7. To fabricate and prescribe hand splints

Physio Therapy
   1. Measurement of Gross Motor Function
   2. To prevent secondary complications of diseases (Contractures, deformities etc.,)
   3. Gait training and postural education
   4. Prescription of Calipers, Splints and CP Chairs etc.,
   5. To improve balance and co-ordination of body
   6. To improve active motor performance
   7. assessment of reflexes
ii. Education for Hearing impaired
1. To teach academics to Hearing impaired children
2. To teach sign language to the severe and profound hearing loss children
3. To help in language development

iii. Education for Mentally retarded
1. To train children in improving their ADLs (Toileting, Grooming, Bathing etc.,)
2. To train children in academics according to their I.Q.Levels
3. Main streaming of mild to moderate Mentally retarded children in to normal schools.

iv. Grouping of Students
Grouping is home based on the ability and chronological age into different levels such as Preprimary, Primary-I, Primary-II, Secondary, Pre Vocational-I, Pre Vocational-II, Vocational and Care group.

v. Speech Therapy
1. Assessment of communication skills
2. Guidance in feeding difficulties of children at residence
3. To improve cluttering & stuttering problems of children
4. In improving articulation disorders of the children
5. Helps in voice production, sound production, speech and language development
6. Staff role to ensure understanding of the children’s difficulties is an essential and ongoing speech and language therapy.

vi. Vocational training
1. Aims at making the disabled children self sufficient and independent in their daily livening
2. Suitable Vocational Training given after proper assessment of their abilities.
It is not mere conducting specific programmes for the physically challenged persons, but also assessing the needs for the targeted community and also the programme concerned is the unique nature of Social Service Centre. In one such need assessment exercise, Social Service Centre has made many observations and adopted itself.

Efforts of this nature from Social Service Centre speak volumes about its commitment to the works undertaken.

Further, specific mention may be mentioned about the amount of dedication and hard work the staff concerned are placing while implementing this specific programme. Yet, the staff, who were chosen with utmost care and moulded to enjoy their work, expressed the following words in regard to their work in this regard:

1. “Helping where other places can’t“
2. “Good therapy facilities”
   - “Good multidisciplinary team”
   - “The friendly and positive atmosphere – it helps us to do our job to the best of our ability”
   - “Being part of an organisation that clearly cares about the children & families”
   - “A happy caring environment where things are always moving forward”
   - “The children are a great inspiration & I love helping them achieve their goals”
   - “Being part of a patient & supportive team from top to bottom”
   - “The Children’s Trust to do what it’s good at – caring for children”
   - “It’s a unique place to work – it makes me want to be part of the team”
These statements of the staff of Social Service Centre itself speak the dedication the organisation has and the staff themselves are dedicating to their service to the down-trodden and needy in the society. Thus, the organisation has achieved a unique mixture of dedication from the promoters and also its staff. Perhaps, such unique amalgamation might have been responsible for Social Service Centre to emerge as front-runner in voluntary services in its operational area.

3.1.13 Tribal Development

Much of the West Godavari district is also dotted with tribal population. Hence, it is essential for the Social Service Centre to organize specific programmes for them. As a result, the organization chalked out an exclusive programme for the tribal people in the district to empower them socially and economically.

The following are the specific objectives of the project being implemented:

- Promote Community-based People’s Organisation at the hamlet level, paying special attention to membership by the most disadvantaged sections of the tribal community.
- Identify, train and support local leadership at various levels (hamlet, cluster, block and region) to facilitate contextual education for community action.
- Introduce and manage savings and credit programme as a platform for self-sustenance.
- Propagate child and adolescent literacy leading to increased access to formal education and vocational training.
Facilitate improved health care by encouraging revival of traditional health practices, imparting training to health workers and promoting community-based health programmes.

Network with like-minded individuals and institutions at various levels to address human rights issues and influence state policies in favor of the disadvantaged.

The internal evaluation of the project found the following:

- Through the CBO People in the hamlet are coming together.
- Admitted many dropouts into Govt. Schools-
- Admitted child labour children into Premanadanadilayam Girijana Pragathi Patasala-Polavaram
- By conducting the Health awareness camps many people are taking care of their health.
- Through the formation of CBOs, people get together to discuss their problems and try to solve them and they take the problems to ITDA, MRO, RDO Offices which they discussed in the CBO meetings.
- Some CBOs got Ration cards, Sewing machines, roads, community halls, school buildings, cattle water tanks, drinking water, agricultural water tanks, etc.
- Because of the motivation on little savings, some of them came out of the clutches of the money lenders.
- Through the Literacy programme many illiterate people learnt reading and writing and do their book keeping (CBO and SHG books etc). Remaining illiterates are also learning reading and writing.
a. Few More Activities

Initially small remedial action Programmes emerged as result of their discussion like cleaning of their surroundings, improving their roads, deepening of drinking water wells etc. It was the poor who had always worked to provide these amenities for the rich. It now dawned on them that they could use the very small skill and labour to better their own living condition.

- Cleaning, repairing and constructing roads.
- Obtaining electricity.
- Obtaining house sites for all with title deeds.
- Starting school/Balwadi.
- Forming Mahila Mandals (Women Association)
- Tree Planting.
- Building Sheds for Adult Education Center (AEC)
- Organizing health Programmes.
- Obtaining ration cards for all.
- Organizing people during police/court cases.

Having acquired community assets they went on to acquire individual economic benefits also. From this context of the dependent culture of the poor, we see how they start changing it into a more independent life lived with human dignity.

The following activities can be classified as economic development Programmes under IGP which are integrated into all the programmes.

- Saving Scheme.
- Animal rearing (goats, sheep, pigs, chicken etc..)
- Dairy unit.
- Fish culture.
- Getting training and Sewing Machine.
• Getting land from Govt. for Cultivation.
• Getting land from Govt. and title deed for it.
• Obtaining loan for agricultural purposes.
• Brick Making.
• Silt Removal with crane.
• Water Tank built for animals.
• Construction, repair, maintaining water wells, bore wells.
• Kitchen gardens.
• Sericulture.
• Petty business.
• Taking land on lease.
• Obtained loan for cycles.
• Obtained loan to build new houses.

Certain observation could be made on these action Programmes. Once their life style changed, and people became more independent they wanted to establish their own identity by putting up a proper house as they looked for alternative sources of income. They opted for buffalo rearing which was in keeping with a skill they already had.

Once a better or a new future was assured, they started critically looking at their own age old traditional practices in order to remedy them. However the poor became conscious of their human dignity and positive self–image.

The following activities can be classified under positive self–image development Programmes.

• Give up drinking habits.
• Prevention of Liquor selling in the villages.
• Expenses of locally organized Programmes for National Festival Days to be met by Participants.
• Prevention of open defecation.
• Sending Children to school.
• Construction / Establishment of Toilet / Bathing places (Closets) for women.
• Getting holiday on Sunday.
• Cleanliness (home and environment)
• Growing kitchen gardens.
• Youth organizing dramas.
• Volunteering to meet part of the Programme cost.

The first stage of the Adult Education Programme had brought home to the poor that: to solve an issue as a group is more effective than people trying it individually.

- Unity generates power for the poor and consequently they move from being “non entities” to becoming “Entities”.
- Certain action programme like group savings lead to a certain lasting solidity among the poor paving the way for their economic independence.

In sum, they realize the following new eruption - a poor person is an individual with survival level of existence. Thirty poor persons formed into a group could solve many issues leading to the economic, political and social benefits.

To sum up the profile of the organization, it may be concluded that Social Service Centre, operating under the Eluru Diocese, has several unique features. These are:
The organization is quite sensitive to immediate problems that crop up in its jurisdiction either through man made disasters (like HIV/AIDS) or natural like Tsunami.

The profile of the programmes undertaken by the organization are all inclusive and it consists of empowerment, capacity building, welfare, social and economic development programmes as well as direct income generating activities. The profile of these programmes in fact match that of government agencies in terms of its quality and quantity aspects;

The organisation is so unique in its approach that it follows transparency approach by involving people or targeted community in its operations. This speaks the quality of work rendered by the organisation.

The organisation is so systematic in its approach to strengthen its programme base by undertaking internal evaluation and quickly adopting the lesson learnt from its experiences. Thus, the organisation is keeping itself abreast with the latest development and interventions required. This makes the organisation so unique in adopting new strategies, methodologies and achieving near total results;

The organisation was never shy off working with other organisation, irrespective of their stature, for the cause of needy community. Its partnership with local tiny NGOs and national level NGOs speaks a lot in this regard;

The above description of the profile of the Social Service Centre, Eluru confirms the fact that the programmes and work taken up by the organisation are quite unique as well as holistic in nature and are quite relevant to the rural development and other related issues. Further, the quantum and quality of work taken up by the organisation, especially in association with government agencies and other partnering NGOs, make the organisation omni present in its jurisdiction.
This, in other words, provides an ample opportunity to study the issues related to the present research investigation.

**Section II: Profile of Study Area**

The study was conducted in two districts of Andhra Pradesh viz., West Godavari and East Godavari, in view of the operations taken up by the Social Service Centre, Eluru – the voluntary agency on which the present work is based upon. Hence, the section II contains two sub section viz., Section A dealing with profile of West Godavari district and Section B dealing with profile of East Godavari district.

**Section A: Profile of West Godavari District**

In order to understand the profile of the district in a comprehensive manner, the important sectors like agriculture, education etc. are detailed in a comprehensive way in the following manner:

West Godavari District has a richly cultivated land, divided into Delta and uplands. In Delta, coconut, lemon, rice farming and aquaculture are practised. In uplands oil palm, tobacco, cotton, sugar cane, corn, cashew, mango, banana, and other fruit farming is practised. Cotton barriage built on River Godavari at Dowlaismwaram channelling two canals, in which one canal is passing through West Godavari and making the soil fertile. In the coastal belt of the district, a large portion of prawns and fish is exported to Japan, and the United States. Bhimavaram is a hub for Prawns export. It is the Richest Town in the State of Andhra Pradesh. Vendra paper mills in Bhimavaram, Foods, fertilizers & fats in Tadepalligudem are few to note. Andhra Sugars in Tanuku is a famous sugar factory in Andhra. The district is neglected for industrialization despite availability of raw materials. The ONGC started exploration activities in 1980 in the Krishna Godavari basin. Reliance & Cairn are making efforts to extract oil and gas.
West Godavari is popularly known as the Granary of India since about 50 per cent of the state's rice production comes from the district. Though the whole country suffers from drought, the district never faces such conditions. Due to the presence of irrigation.

Kolleru Lake, the largest fresh water lake in Asia, which lies in between Eluru and Kaikaluru (Krishna District), Perupalem Beach in Mogalturu mandal, the Papi Hills (Papi Kondalu) range of the Eastern Ghats at Polavaram, and the Polavaram Project are major tourist attractions.

The villages of West Godavari District are famous for their natural beauty with pleasant climate and green fields. Many Telugu films based on village backgrounds have been shot in the villages of this district.

West Godavari district is mostly rural, and less than 20 per cent is urban. West Godavari is very famous for cockfights during Sankranthi (Pongal) festival. The largest bets in cockfights in India are laid in this district. Former Princely State of Mogulturu has more than 300 years of history. Mogulturu Fort is famous and was ruled by Kalidindi Kings. The royal family still resides in the fort.

The region mostly has a tropical climate like the rest of the Coastal Andhra region. The summers (March–June) are very hot and humid with practically non-existent winters. The rainy season (July–Jan) is the best time to visit this place with the fields brilliantly green with paddy crops, rivulets flowing with water and the sun shining brightly, but not burning as it does in the summer. The regions have long been home to Indian nobles due to its climate and fertile soil, and several zamindar mansions are scattered around the Godavari area.
The demographic and other details of the district were presented in Table – 3.1.

**Table - 3.1**  
**DEMOGRAPHIC AND OTHER PARTICULARS OF WEST GODAVARI DISTRICT**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Particulars</th>
<th>Unit of Measure</th>
<th>Figure</th>
<th>Source</th>
</tr>
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<tr>
<td>1</td>
<td>Area</td>
<td>Sq.Km</td>
<td>7,742</td>
<td>Census 2001</td>
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<td>2</td>
<td>Population</td>
<td>In ‘000s</td>
<td>3,796.14</td>
<td>Census 2001</td>
</tr>
<tr>
<td>3</td>
<td>Male</td>
<td></td>
<td>1,906.10</td>
<td>Census 2001</td>
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<tr>
<td>4</td>
<td>Female</td>
<td></td>
<td>1,890.04</td>
<td>Census 2001</td>
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<tr>
<td>5</td>
<td>Urban</td>
<td></td>
<td>747.45</td>
<td>Census 2001</td>
</tr>
<tr>
<td>6</td>
<td>Rural</td>
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<td>3048.68</td>
<td>Census 2001</td>
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<td>Population growth (decadal)</td>
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<td>8</td>
<td>Population Density (Person by sq. km)</td>
<td>Ratio</td>
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<td>Census 2001</td>
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<td>9</td>
<td>Literacy</td>
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<td>Census 2001</td>
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<td>10</td>
<td>Male</td>
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<tr>
<td>11</td>
<td>Female</td>
<td>per cent</td>
<td>69.45</td>
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<td>12</td>
<td>Relative Index of Development</td>
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<td>Census 1991</td>
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<td>13</td>
<td>Workers as per cent of total population</td>
<td>per cent</td>
<td>43.35</td>
<td>Census 2001</td>
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<td>Agriculture and allied activities</td>
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<td>15</td>
<td>Forest area as per cent of reporting area</td>
<td>per cent</td>
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<td>1997-98</td>
</tr>
<tr>
<td>16</td>
<td>Gross Irrigated area as per cent of gross cropped area</td>
<td>per cent</td>
<td>86.52</td>
<td>1997-98</td>
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</tbody>
</table>

*Source*: Chief Planning Officer, West Godavari District, AP.
Having understood the general profile of the district, an effort is made to understand the issues that are related to rural development and contributions of NGOs in the district in the following manner:

3.2.1 Agriculture

The agriculture department has undertaken several programme for the benefit of farmers and thus for the sake of rural development. The details in this regard are provided below:

3.2.1.1 Seed Village Programme

During this Kharif 2005, 46 Seed Villages @ One Seed Village for Mandal were organized in 513 hectares, by providing 321 quintals, of seed on 50 per cent subsidy. A quantity of 8226 quintals, of Paddy seed is produced from this and the same is distributed among farmers themselves for Rabi 2005-06.

3.2.1.2 Vermi Compost Units

The district has 380 Vermi Compost Units with a financial allocation of Rs.15.67 Lakhs being implemented by providing 75 per cent subsidy on construction of sheds and for supply of earthworms and organic farming is encouraged.

3.2.1.3 Hybrid Rice Programme

As many as 66 Hybrid Rice demonstrations are being organized during Rabi 2005-2006 to acquaint the farmers and encourage towards high yielding hybrid rice.
3.2.1.4 S.R.I. Cultivation

SRI (System of Rice Intensification) demonstrations are being organized to educate the farmers on the latest cultivation of Paddy, with low water and by using organic manures. SRI markers and Cono-weeders are supplied free of cost.

3.2.1.5 Farmer’s Interaction Programmes

The Agriculture department is holding various Interaction Programmes with farmers on various Departmental Schemes and new technologies at Farmers Training Centre Level.

3.2.1.6 Polambadi: Field School

Innovative crop techniques in Agriculture introduced through polambadi in usage of manures, pesticides, agro chemicals, increasing techniques for having better yield and other modern trends of the Agriculture, making our Ryots to face global competition. To identify the natural enemies and differentiate between Pests & Defenders. Polambadi helps the farmers in decision making i.e., whether to take up chemical spraying or not. Some of the Polambadi farmers expressed that they have been reduced 2–3 chemicals sprayings on paddy by implementing I.P.M. Technology enabling them to reduce cost of cultivation.

3.2.2 Education Sector

In terms of education, the district has achieved laudable progress when compared to other districts in Andhra Pradesh. The district possess 2,551 primary schools, 496 Upper Primary Schools and 515 High Schools to cater to the needs of school education. Thus, a total of 3,562 educational institutions are in operation in the district.

Similarly, in reference to higher education too, the district has laudable presence of educational institutions. For instance, as many as 128 Junior Colleges, 32 Degree Colleges, 4 Post Graduate Colleges, 4 Polytechnic Colleges, 9
Engineering Colleges, 1 Medical Colleges, 1 Law College, 7 Residential Junior Colleges under Social Welfare Department, 7 Nursing Colleges, 12 B.Ed colleges, 1 Hini Pandit Training College, 1 Telugu Pandit College, 1 Physical Education College were operating in the district. This shows the presence of elaborate arrangements for the promotion of education at higher level.

As many as 15,778 Teachers were working in the district to teach the students at school education level. Out of these teachers, 8,562 teachers were operating at Primary level, 1,366 were operating at Upper Primary level and 5,436 were operating at High School level.

In addition to these results, the district administration also ensured several of the facilities to care for drop out children as well as special measures to attract the attention of school children and pursue their education. Further, as part of computerization facilities at schools, against the target of 1000 schools, the district has already installed the facility of computers in as many 487 schools.

Further, there are 20 Residential Bridge School Centre s to capture the drop-out children so as to bringing them back to regular schooling system. In these schools, the enrollment was 424 boys and 390 girls. Another 33 Non Residential Bridge schools were also operating in the district with an enrollment of 320 boys and 361 girls.

In reference to Child Labour, under the National Child Labour Project, there are 26 centre s in operation in the district with an enrollment of 570 boys and 730 girls.

In regard to Mid-day Meal programmes, as many as 2,918 schools were covered under this programme benefiting as many as 2,31,604 children (74.47 per cent). The scheme is being implemented through 2,912 agencies. Kitchen sheds were provided for 931 agencies and 2,504 Gas connections were also provided.
3.2.3 District Rural Development Agency (DRDA)

District Rural Development Agency (DRDA) has traditionally been the principal organ at the District level to oversee the implementation of the anti-poverty programmes of the Ministry of Rural Development. Created originally for implementation of Integrated Rural Development Programme (IRDP), the DRDAs were subsequently entrusted with a number of programmes, both of the Central and State Governments. Since inception, the administrative costs of the DRDA (District Rural Development Agency) were met by setting aside a part of the allocations for each programme. Of late, the number of programmes had increased and several programmes have been restructured with a view to making them more effective. While an indicative staffing structure was provided to the DRDAs, experience showed that there was no uniformity in the staffing structure. It is in this context that a new centrally sponsored scheme - DRDA Administration - has been introduced from 1st April, 1999 based on the recommendations of an inter-ministerial committee known as Shankar Committee. The new scheme replaces the earlier practice of allocating percentage of programme funds to the administrative costs.

The objective of the scheme of DRDA (District Rural Development Agency) Administration is to strengthen the DRDAs and to make them more professional and effective. Under the scheme, DRDA is visualised as specialised agency capable of managing anti-poverty programmes of the Ministry on the one hand and effectively relate these to the overall efforts of poverty eradication in the district on the other.

The funding pattern of the programme will be in the ratio of 75:25 between the Centre and the States. The DRDA will continue to watch over and ensure effective utilisation of the funds intended for anti-poverty programmes. It will need to develop distinctive capabilities for poverty eradication. It will
perform tasks which are different from Panchayati Raj Institutions and other departments. The DRDAs would deal only with the anti-poverty programmes of the Ministry of Rural Development. If DRDAs are to be entrusted with programmes of other Ministries or those of the State Governments, it must be ensured that these have a definite anti-poverty focus.

The functions of the Agency are as specified under:-

- To identify and assist the rural poor who come from economically backward target groups i.e. small and marginal farmers, landless labourers, marginal fishermen, rural unemployed youth and rural artisans.
- To study the problems of the target groups and formulate schemes taking into account their economic conditions.
- To boost up their economic status in order to bring them above the poverty line.
- To provide wage employment to rural poor, during off farm season and to provide durable community assets.
- To train the unemployed youth and unskilled artisans and provide them gainful employment.
- To promote rural artisans and provide infrastructure support.
- Eradicating poverty in rural areas.
- Empower grass root level people's organizations
- Mobilize self-help groups of poor women
- Co-ordinating voluntary efforts in poverty eradication
- Stop deterioration of natural resources and enable common property resource management by stakeholders.
- Developing skills in rural communities to handle self-employment programmes and micro-enterprises.
- Enabling technology to be accessible to rural areas
• Narrowing down gap between urban-rural Sectors and achieve a urban-rural continue

• The District Rural Development Agencies (DRDAs) help the Rural Development Department in implementation, monitoring and evaluation of various Rural Development Programmes at district level. These DRDAs are registered societies under the Registration of Societies Act.

3.2.4 Swarna Jayanthi Swarojgar Yojana (SJSY)

This programme was launched in April, 1999. This is a holistic programme covering all aspects of self employment such as organisation of the poor into self help groups, training, credit, technology, infrastructure and marketing.

The objective of SJSY is to provide sustainable income to the rural poor. The programme aims at establishing a large number of micro-enterprises in the rural areas, based upon the potential of the rural poor. It is envisaged that every family assisted under SJSY will be brought above the poverty-line with in a period of three years.

Scope of this programme covers families below poverty line in rural areas of the country. Within this target group, special safeguards have been provided by reserving 50 per cent of benefits for SCs/STs, 40 per cent for women and 3 per cent for physically handicapped persons. Subject to the availability of the funds, it is proposed to cover 30 per cent of the rural poor in each block in the next 5 years.

SJSY is a Centrally Sponsored Scheme and funding is shared by the Central and State Governments in the ratio of 75:25 respectively.

SJSY is a Credit-cum-Subsidy programme. It covers all aspects of self-employment, such as organisation of the poor into self-help groups, training,
credit technology, infrastructure and marketing. Efforts would be made to involve women members in each self-help group. SJSY lays emphasis on activity clusters. Four-five activities will be identified for each block with the approval of Panchayat Samities. The Gram sabha will authenticate the list of families below the poverty line identified in BPL census. Identification of individual families suitable for each key activity will be made through a participatory process. Closer attention will be paid on skill development of the beneficiaries, known as swarozgars, and their technology and marketing needs.

For assistance under the programme, District Rural Development Agencies and Block Development Officers may be contacted.

3.2.5 Jawahari Gram Samrudhi Yojana (JGSY)

The critical importance of rural infrastructure in the development of village economy is well known. A number of steps have been initiated by the Central as well as the State Governments for building the rural infrastructure. The public works programme have also contributed significantly in this direction.

Jawahar Gram Samridhi Yojna (JGSY) is the restructured, streamlined and comprehensive version of the erstwhile Jawahar Rozgar Yojana. Designed to improve the quality of life of the poor, JGSY has been launched on 1st April, 1999. The primary objective of the JGSY is the creation of demand driven community village infrastructure including durable assets at the village level and assets to enable the rural poor to increase the opportunities for sustained employment. The secondary objective is the generation of supplementary employment for the unemployed poor in the rural areas. The wage employment under the programme shall be given to Below Poverty Line(BPL) families.
JGSY is implemented entirely at the village Panchayat level. Village Panchayat is the sole authority for preparation of the Annual Plan and its implementation. The programme will be implemented as Centrally Sponsored Scheme on cost sharing basis between the Centre and the State in the ratio of 75:25 respectively.

The programme is to be implemented by the Village Panchayats with the approval of Gram sabha. No other administrative or technical approval will be required. For works/schemes costing more than 50,000/-, after taking the approval of the Gram Sabah, the Village Panchayat shall seek the technical/administrative approval of appropriate authorities. Panchayats may spend upto 15 per cent of allocation on maintenance of assets created under the programme within its geographical boundary. 22.5 per cent of JGSY funds have been enmarked for individual beneficiary schemes for SC/STs. 3 per cent of annual allocation would be utilised for creation of barrier free infrastructure for the disabled. The funds to the Village Panchayats will be allocated on the basis of the population. The upper ceiling of 10,000 population has been removed.

Village Pradhan, Panchayat members, Block Development Officer, District Collector or District Rural Development Agency may be contacted.

3.2.6 **Indira Awas Yojana**

IAY is the flagship rural housing scheme which is being implemented by the Government of India with an aim of providing shelter to the poor below poverty line. The Government of India has decided that allocation of funds under IAY (Indira Awas Yojna) will be on the basis of poverty ratio and housing shortage. The objective of IAY is primarily to help construction of new dwelling units as well as conversion of unserviceable kutcha houses into pucca/semi-pucca by members of SC/STs, freed bonded labourers and also non-SC/ST rural poor below the poverty line by extending them grant-in-aid.
IAY is a beneficiary-oriented programme aimed at providing houses for SC/ST households who are victims of atrocities, households headed by widows/unmarried women and SC/ST households who are below the poverty line. This scheme has been in effect from 1st April, 1999. IAY is a Centrally Sponsored Scheme funded on cost sharing basis between the Govt. of India and the States in the ratio of 75:25 respectively.

Grant of Rs. 20,000/- per unit is provided in the plain areas and Rs. 22,000/- in hilly/difficult areas for the construction of a house. For conversion of a kutcha house into in pucca house, Rs. 10,000/- is provided. Sanitary latrines and chulahs are integral part of the house. In construction/upgradation of the house, cost effective and environment friendly technologies, materials and designs are encouraged. The grant is allotted in the name of a female member of beneficiary household. The person concerned should contact the Village Panchayat or Village Level Worker or the Block Development Officer or District Rural Development Agency.

3.2.7 Rivers and Irrigation

Since the river system and irrigation facilities existing in the district matters very important in agriculture development and thus rural development, an effort was made to provide profile of the district in this regard in the following manner:

West Godavari District is a part of the Godavari delta. It lies between 16 - 15' to 17-30' Northern latitudes and 80-55' Eastern longitudes. It is bounded by Khammam District on the North, the Bay of Bengal on the South and on the east by river Godavari and Krishna District on the West. West Godavari District was formed in the year 1925 in geographically situated between mighty rivers of Godavari and Krishna having a total area of 7,780 Sq.Km (19,26,277 acres). The district can be divided into three natural divisions (VIZ.,) (1) the delta (2) upland
and (3) agency track. The district is having deltaic area fed by Godavari and Krishna Canals and upland area and agency track mostly catered by minor irrigation tanks and three medium irrigation Projects. The district receives normal rainfall of 1076.20 mm. The biggest natural sweet water lake called Kolleru Lake is having most its area in this district.

Godavari is the important river flowing in this district. This river borders the entire eastern boundary of the district. At Vijjeswaram, the river breaks into two branches namely, the Gowtami Godavari (eastern branch) and Vasista Godavari (western branch) and flows towards the south of the district before falling into the Bay of Bengal near Antarvedi. The other minor rivers which feed the irrigation tanks in the upland areas are Tammileru, Yerrakalva, Byneru, Kovvada Kalva, Jalleru and Gunderu. The kolleru lake is an extensive shallow depression created by a gradual rise in the level of the country on either side by alluvial deposits from the Godavari and Krishna canals. This lake receives a large volume of drainage water of the surrounding deltaic area. It has an outlet to the sea through Upputeru.

The soils of the districts are broadly classified into red sandy loams, sandy clay loams, clays alluvial, delta alluviums and "areanaceous". The average annual rainfall in the District is 1076.20 mm. The District gets rain in both the south-west and post monsoon seasons. The rainfall during south-west monsoon season (June-September) contributes 64 per cent of the annual rainfall, while the retrieving monsoon season accounts for about 36 per cent October is the rainiest month. The District lies in the river basins of the Godavari (20.2 per cent of the District area), Yerrakalva (48.1 per cent), Tammileru (26.8 per cent), Ramileru (1.4 per cent), Loeeru (3.5 per cent). The statistical data of the District as per the report of the Bureau of Economics and Statistics 1996-1997 and (Census of India 1991) District Census handbook of West Godavari District.
1) Godavari Delta system (S.A.C.B project) and 2) Krishna Delta system (Prakasam Barrage), with an ultimate irrigation potential 234158 hectares, (210525 hectares in Godavari Delta system 23663 ha. in Krishna Delta system). There are no ongoing major projects in the District.

There are 2 completed medium irrigation schemes in the District Viz., 1) Tammileru Reservoir and 2) Jalleru Reservoir with a total ultimate irrigation potential of 3,735 hectares and 1,700 hectares respectively.

There are 3 ongoing medium irrigations projects in the District viz., 1) Yerrakalva projects, with an ultimate irrigation potential of 9996 hectares. 2) Tammileru Reservoir including Vijayarai anicut. The Vijayarai anicut envisages stabilizing an ayacut of 4339 hectares in West Godavari District. The Tammileru project has been completed. The Vijayarai anicut is under construction. 3) Kovvada kalva project with an ultimate irrigation potential of 4175 ha. in addition to this, the irrigation potential of 4175 hectares in addition to this, the irrigation potential created in the District under 253 minor irrigation sources is 35763 hectares under the irrigation department, I.P. created under 1074 sources under P.R. department is 11331 hectares. Under Bore Wells and Lift Irrigation Schemes, the irrigation potential created is 42812 hectares.

3.2.8 Health Profile of the District

Since health is an important issue in reference to social development, an effort was made to understand the issues and facilities existing in the district in regard to health. The important features of the district in this regard are provided in the following manner:
97 Health Institutions are functioning under Directorate of Health [68 PHCs, 4 GHs, 4 Govt. Dispensaries, 4 M.M. Units, 3 P.P. Units and 14 UHCs].

643 Sub-Centres are functioning in the district and they given services to the rural community.

20 Round the Clock Women and Child Health Centres are in the district.

14 Urban Health Centres are working in Urban Slum Areas in the district.

8 Blood Banks are functioning (Govt. and Non-Govt.) in the district.

Birth Rate in West Godavari District is 16.4.

6 deaths are recorded per 1000 population per year in the district.

Total Fertility Rate in West Godavari District is 2.0

Population Growth Rate in West Godavari District is 0.79 per cent

Couple Protection Rate in West Godavari District is 74.6 per cent

41,209 sterilizations done against 41,000 (100.5 per cent) in the year 2004-05.

25,747 sterilizations done against 41,000 (63 per cent) up to December, 2005 for the year 2005-06.

80,678 children were fully immunized against a target of 77,106 with a percentage of 104.63 per cent during 2004-05.

58,470 children were fully immunized out of 58,133 with a percentage of 100.5 per cent up to December, 2005 for 2005-06.

2014 beneficiaries are benefited under Janani Suraksha Yojana Scheme from 01.11.05 to 31.12.05 and an amount of Rs. 20,14,000 paid to beneficiaries.

Under National Rural Health Mission Reproductive and Child Health Project II Scheme 2108 Women Health Volunteers were
allotted to this district to promote health services to the community and to reduce MMR and IMR, and the Training Programme is under process at Durgabai Women and Child Pragati Pranganam, Tadikalapudi, West Godavari District, A.P.

- Under RCH II Project 4 Cemone Centre s were sanctioned to this district i.e., G.H., Polavaram, G.H., J.R. Gudem, CHC., Chintalapudi and Area Hospital, T.P. Gudem.
- 359 IMR; 15 MMR cases were reported in West Godavari District.
- 22776 cataract operations done out of 24676 with 92.05 per cent during 2004-05.
- 81 Diarrhoea cases were reported up to December, 2005. No deaths reported so far.
- 604 Malaria cases were reported for the year 2005, No deaths reported.
- RNTCP (DOTS) was started from 16.03.03 in the district.
- Main objective of this Programme is to promote 90 per cent cure rate TB Cases through DOTS.

3.2.9 Tribal Area administration in the district

The inhabitation of tribal people in the district is quite substantial. Hence, an attempt was made to understand the issues related to tribal area issues.

- The Agency area in West Godavari District was declared as Scheduled Area under the Scheduled Areas (Part A. States) Order 1950.
- Out of the Total number of 136 Villages comprising the erstwhile Polavaram Taluk, 101 villages both the Government and Estate Villages are formed into Agency area (Scheduled Area).
- Consequent on formation of Mandal set up, these 101 Villages have been in three Mandals i.e., Polavaram, Buttaigudem and Jeelugumilli. The
Government Villages are 73 and Estate Villages are 28 except in Jeelugumilli.

- Population of the three Agency Mandals are S.Ts. and it is 44,627 and Non-tribal Population is 68,891.
- Percentage of S.T. Population is 39.31 per cent.
- The Agency Tracts Interest and Land Transfer Act 1 of 1917 was promulgated to prevent alienation of tribal lands in Agency areas and it came into force from 14.08.1917.
- The Act 1 of 1917 was forced upto 03.03.1959. The Government of Andhra Pradesh, Hyderabad promulgated Regulation 1/59 by repealing the Act 1 of 1917 which came into force from 04.03.1959, to regulate the transfer of the lands among Tribes to Non-tribes in the scheduled areas.
- The Regulation 1/70 came into force on 03.02.1970. According to the Regulation 1/70, there should be no transfer of land in Scheduled Areas between the Tribes and Non-Tribes and even among Non-Tribes.
- These transfers shall be null and void unless made in favour of a member of scheduled tribe or a society composed solely of members of the scheduled tribes. Presumption clause was also added in Regulation 1/70 (Section 3(1)(b)).
- According to this, until contrary is proved, any immovable property situated in Agency tract and in the possession of non-tribals shall be presumed to have been acquired by a person or his predecessor in possession through a transfer made to him by a member of scheduled tribe.
- The appeals against any decree passed by the Agency Divisional Officer or Special Deputy Collector (Tribal Welfare) shall lie to the Agent to Government.
- The criminal Justice is vested with the regular Courts having jurisdiction.
Two Special Deputy Collector’s at Polavaram and K.R.Puram are conducting courts in implementing the tribal regulations.

The total extent of the Government land available in the agency Mandals (Polavaram, Buttaigudem and Jeelugumilli) is Ac.1,05,171.02 cents.

Out of which the land held by the Tribals is Ac. 53,670.80 cents and the land held by the Non-tribals is Ac.23,351.32 cents.

In order to provide protection to the land and person of tribes and to reduce the land disputes between Tribes and Non-tribes Agency Courts were established at K.R.Puram and Polavaram.

So far 511 applications covering Ac.4,106.00 cents received out of which 182 applications covering Ac.1,006.70 cents disposed off by providing protection.

3.2.10 Non Governmental Organisations in the district

There are twenty reputed NGOs which are working in the field of education, adult literacy, social mobilization, sanitation, vocational training etc. The names of these NGOs are given below.

- DARE – Narasapuram
- St. Mary Social Service Center – Bhimavaram
- CRESA (Central for Rural Reconstruction through Social Action) – Koyyalagudem
- Social Service Center – Eluru
- Andhra Pradesh Social Service Society – Eluru
- Bhimadole Development Society – Bhimadole
- Child Rural Relief Organisation for Suppressed Self (CROSS) – Tadepalli Gudem
- Relief International – Eluru
- ACTION – Jangareddy Gudem
- SPDRM – Educational Seva Sadan – Vijjeswaram
• Association for Community Health Awakening and Rural Development (ACHARD) – Chintalapudi.
• Chaitanya Mahila Mandal – Pathapattiseema
• PARK – Tirumalapuram.
• Sathi Harijan Mahila Mandal, Eluru
• Venkatamma Mahila Mandal, Eluru
• Rama Mahila Mandal, Kurullagudem
• SAMSKAR – Jangareddy Gudem
• KRDS – Akiveedu
• SHRE Society – Eluru
• World Vision India, Eluru
• AWARE – Koyyalagudem.

Most of the NGOs in the district are involved in the works relating to education, literacy, social welfare etc. Only few NGOs are involved in promotion of micro enterprises. Entrepreneurship development areas in the district. ACTION, KRDS and SAMSKAR are organizing rural women into groups for taking up thrift and economic activities. ACTION and KRDS have been extending loans to farmers for agriculture operations. These organizations are supported by German Technical Corporation. Description on few agencies which are also promoting several development initiatives are also provided for better elucidation on the issues concerned in the following manner.

3.2.11 Byrraju Foundation

Satyam Group of Industries has established the above Foundation which mainly works in 140 villages in the District in the areas of health care, adult education and literacy, water, environment and sanitation, livelihoods, vocational training. It has organized training programmes for the youth in construction sills, masonry, carpentry, plumbing & electrical works training and operation of heavy earth equipment. It also arranges placements for the trainees. Satellite Training Institute near Bhimavaram is now operational.
3.2.12. Kavuri Trust

The trust is established and run by Shri Kavuri Sambasiva Rao, the Local Member of Parliament. The trust is training selected candidates both for employment and starting their enterprises. Bank linkage is also being attempted for the trained candidates. The training modules cover computer training, cell phone repairs, TV/ Audio mechanism, mechanical workshop training etc.

3.2.12 APITCO

APITCO is a premier Technical Consultancy Organisation promoted jointly by All India Financial Institutions (IDBI, IFCI, ICICI), State Industry Development Corporations (APIDC, APSFC, APSSIDC) and Commercial Banks (Andhra bank, Indian Bank, State Bank of India and Syndicate bank). It offers a wide range of consultancy services to the industry segment in project identification, project counseling, market assessment, project feasibility studies, skill development training programmes for entrepreneurs etc. It is situated at Hyderabad but has posted one project coordinator at Eluru. Some of the major programmes implemented in the district are given below.

- Implementing Rural Industries Project of SIDBI in the district. The project is being implemented form December 2004 in the district and so far 80 prospective entrepreneurs have been identified. Establishment of units by few of them are in progress.
- Training programme in food processing for a period of six weeks.
- Entrepreneurship Development Programme for Science and Technology Graduates.
- EDPs for the beneficiaries of Rajiv Yuva Shakti of Government of Andhra Pradesh.
Section B: Profile of East Godavari District

The East Godavari district was once considered as a platform for ravages of river Godavari in view of the series and frequency of floods it was facing, especially in rainy season. However, thanks to the Sir Arthur Cotton, the district also turned into rice bowl after West Godavari district when he constructed barrage across river Godavari at Dowleshwaram.

The present study was also conducted in East Godavari district but not in all parts of the district as done in West Godavari district. This was partly done in view of the limited operations of the Social Service Centre in the district.

However, keeping in view, the need to develop comprehensive understanding on the district in terms of its social, economic and geographical issues, an attempt was made to understand a comprehensive view of the district in the following manner:

East Godavari is one of the 23 districts of Andhra Pradesh located in the North Coastal part of the state. It shares common boundaries with Visakhapatnam District and Orissa State in the North, Bay of Bengal in the east, West Godavari district in the west and Bay of Bengal in the South. The district head quarters is Kakinada, nearly 564 kms from Hyderabad.

The District is a residuary portion of the old Godavari District after West Godavari District was separated in 1925. As the name of the district conveys, East Godavari District is closely associated with the river Godavari, occupying a major portion of the delta area. The District is famous for its rice production and is known as rice bowl of Andhra Pradesh with lush paddy fields and coconut groves. You can find great natural sceneries at a small village know as Coringa and can also see world famous nurseries at Kadiapulanka. Area of the District is 10,807 Sq.Kms. The District is located between Northern latitudes of 16o 30’ and 18o 20’
and between the Eastern longitudes of 81° 30' and 82° 30'. It has a population of 48.73 lakhs as per 2001 Census. The District consisting of 5 Revenue Divisions viz., Kakinada, Rajahmundry, Peddapuram, Rampachodavaram and Amalapuram.

East Godavari District can be broadly classified into three natural divisions namely the Delta, Upland and Agency or hill tracts. The general elevation of the district varies from a few meters near the sea to about 300 meters in the hills of the agency. The Eastern Ghats rise by gradations from the level of the coast and spread throughout the erstwhile agency Taluks of Rampachodavaram and Yellavaram.

The delta portion constituting the whole of Konaseema and portions of Kakinada, Ramachandrapuram and Rajahmundry erstwhile Taluks, presents a vast expanse of rice-fields surrounded by plantain, betel, coconut gardens and innumerable palmyrahs. The erstwhile Taluks of Tuni, Pithapuram, Peddapuram and Portions of Kakinada, Ramachandrapuram and Rajahmundry constitute the upland areas.

The main soils in the district are alluvial (clay loamy) red soil, sandy loam and sandy clay. There is mostly alluvial soil in Godavari delta and sandy clay soil at the tail end portions of Godavari river, red loamy soil in upland and agency area of the district.

The Climate is comparatively moderate throughout the year except during the months of April to June when the temperature reaches a maximum of 48 deg. Centigrade. The normal rainfall of the district is 1280 mm.

More than half of the rainfall is brought by South-West Monsoon while a large portion of the rest of the district receives rainfall from the North-East Monsoon also, during October and November.
3.3.1 Agriculture

East Godavari District is situated in Krishna Godavari Agro Climatic Zone. It is one of the agriculturally potential districts in Andhra Pradesh, contributing about 10 per cent of the total food production of the State.

It is broadly classified into 5 Agro Climatic Zones (i.e)

1. Central delta comprising 16 mandals
2. Eastern Delta having 15 mandals
3. Upland area with 19 mandals
4. Agency area with 8 mandals
5. Urban area with 2 mandals

The District is divided into 5 Revenue divisions comprising of 60 mandals. Agriculturally it is divided into 18 sub divisions.

3.3.1.1 Paddy

The major crop grown in the district is Paddy which is cultivated both in Kharif & Rabi as Irrigated and un-irrigated crop. During Kharif 2001 an area of 2.10 Lakh hectares of area is cultivated as Irrigated Paddy and the production is 8.42 Lakh tons with a productivity of 3994 Kg/hectares (Paddy). Further in an area of 9930 hectares Paddy is grown as un-irrigated crop with a production of 0.17 Lakh tons and productivity of 1716 Kg/ hectares. During Rabi 2001-02 Paddy is grown in an area of 1.66 Lakh hectares and the production is 10.97 Lakh hectares with a productivity of 6625 Kg/hectares.

3.3.1.2 Maize

Maize crop grown both in Kharif and Rabi, In Kharif 2001 the crop is grown in an area of 2495 hectares with a production of 6442 tons and productivity
is 2582 Kg/hectares. In Rabi 2001-02 an area of 3241 hectares is covered with Maize and production is 10770 tons with a productivity of 3323 Kg/hectares.

3.3.1.3 Jowar

In Kharif 2001 Jowar crop is grown in 999 hectares of area and the production is 1094 tons with productivity of 1095 Kg/hectares.

3.3.1.4 Pulses

Black Gram & Green Gram are the major crops grown under Pulses in both Kharif and Rabi in East Godavari District. An area of 15931 hectares is covered with Black Gram in the year 2001 with a production of 5958 tons and the productivity is 374 Kg/Ha.

3.3.1.5 Oil Seeds

Under Oil Seeds major crops grown are Sesamum and Ground Nut in both Kharif & Rabi. In Kharif 2001 an area of 2843 hectares is covered under Sesamum and the production is 640 tons and productivity is 225 Kg/hectares. In Rabi 2001-02, 1629 hectares of area is covered with Sesamum and the production and productivity are 459 tons and 282 Kg/hectares respectively.

3.3.1.6 Sugarcane

In the year 2001 Sugarcane crop is grown in 15778 hectares of land and the production and productivity are 1410 Lakh tons and 8940 tons/hectares respectively.
3.3.2 Demographic Particulars

The demographic particulars of the district were provided in Table 3.2.

Table - 3.2

DEMOGRAPHIC PARTICULARS OF EAST GODAVARI DISTRICT

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Administrative Divisions</th>
<th>Particulars</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Geographical Area</td>
<td>10,807Sq Km</td>
</tr>
<tr>
<td>2</td>
<td>No. of Revenue Divisions</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>No. of erstwhile Taluks</td>
<td>19</td>
</tr>
<tr>
<td>4</td>
<td>No. of Revenue Mandals</td>
<td>60 (58 Rural + 2 Urban)</td>
</tr>
<tr>
<td>5</td>
<td>No. of Mandal Praja Parishads</td>
<td>57</td>
</tr>
<tr>
<td>6</td>
<td>No. of Gram Panchayats</td>
<td>1011</td>
</tr>
<tr>
<td>7</td>
<td>No. of Municipalities</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>No. of Municipal Corporations</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>No. of Census</td>
<td>14</td>
</tr>
<tr>
<td>10</td>
<td>No. of Villages</td>
<td>1379</td>
</tr>
</tbody>
</table>

Source: Chief Planning Officer, East Godavari District, AP

As per Provisional population figures of 2001 Census, the total no of Mandals are 59. However as per G.O.Ms.No.31, Revenue (Registration & Mandals) Department, Dated 05-06-2002 a new Rural Mandal Routulapudi (44 villages) with head quarters at Routulapudi was formed by transferring certain villages from Sankhavaram (12 villages), Kotananduru (31 villages) and Tuni (1 village) Mandals, there by making total number of Mandals to be 60.

The population of the district as per 2001 Census and other details were provided in the following Table-3.3.
Table -3.3
POPULATION OF EAST GODAVARI DISTRICT

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Particulars</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>Sex Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rural</td>
<td>3735908</td>
<td>1877779</td>
<td>1858129</td>
<td>990</td>
</tr>
<tr>
<td>2</td>
<td>Urban</td>
<td>1136714</td>
<td>568032</td>
<td>568682</td>
<td>1001</td>
</tr>
<tr>
<td>3</td>
<td>Total</td>
<td>4872622</td>
<td>2445811</td>
<td>2426811</td>
<td>992</td>
</tr>
</tbody>
</table>

Source: Chief Planning Officer, East Godavari District, AP

The literacy rate in the district was quite healthy and it was recorded as 65.49 per cent at district level. In urban area it was 75.11 per cent and in rural areas it was 62.52 per cent. More details in this regard were provided in Table -3.4.

Table-3.4
LITERACY STATUS IN EAST GODAVARI DISTRICT

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Particulars</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>Literacy Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rural</td>
<td>2050482</td>
<td>1100881</td>
<td>949601</td>
<td>62.52</td>
</tr>
<tr>
<td>2</td>
<td>Urban</td>
<td>762636</td>
<td>406107</td>
<td>356529</td>
<td>75.11</td>
</tr>
<tr>
<td>3</td>
<td>Total</td>
<td>2813118</td>
<td>1506988</td>
<td>130613</td>
<td>65.49</td>
</tr>
</tbody>
</table>

Source: Chief Planning Officer, East Godavari District, AP

3.3.2 Special Projects under Rural Development

Since the East Godavari district is bastion for Coconut production in view of the natural resources existing in the district, the state government made special provision to development of coconut related industries in the district as part of rural development initiatives. One of such project is Coir Development project. In view of the availability of abundant raw material like coconuts, Husk and Fibre, economic generation through Coir Yarn and coir products by women beneficiaries is selected as a Key Activity in 21 Mandals of East Godavari District. The
The objective of the Special Project is to bring 14,000 women beneficiaries of below poverty line families every year above the poverty line under Swarnjayanthi Gram Swarozgar Yojana by providing them training for skill upgradation and linking them with Banks for asset creation and income generation.

The project has four major components. The first one is production of Ply Yarn on Motorized Ratts. The second project is based on production of coir mats and handicrafts. The third project is based on production of mattings/corridor mats and geo-textiles. The fourth one is based on production of coir brushes for domestic and industrial use and the fifth unit is based on production of fibre from husk.

The project is not only enabling the use of bi-products of coir but also generating vast employment potential for the rural poor. The project is assisted by Coir Board and it is supporting the project in terms of capacity building, market and financial support.

To sum up, the understanding developed from the study of profile of the study area, it appears that both the districts are quite well developed in terms of education, agriculture and other sectors which matters most in rural development related issues. However, in view of the enormity of the geographical area and other related issues, both the districts have been facing several problems. Under these circumstances, NGOs or Voluntary agencies have tremendous role to play.

* * *
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