SUMMARY AND CONCLUSION
V. SUMMARY AND CONCLUSION

The summary of the findings of the efforts on "Motivating Rural Poor for Better Family Living" directed in 10 villages of Karamadai Panchayat Union in Coimbatore District, Tamil Nadu are presented below. The ten villages chosen were Ansur, Kendaipalayam, Kittampalayam, Kurumbanur, Mottampatti, Salaiyur, Sellappanur, Sullipalayam, Thekkampatti and Welspuram which were located within a radius of 2-8 km from Sri Avinashilingam Rural Centre, Vivekanandapuram which is about 40 km away from Avinashilingam University.

A. Background information of the villages:

1. Out of a total of 860 families surveyed, sixty eight per cent of the families were agricultural labourers and hence were living below the poverty line. Eighty per cent of men out of a total 793, and 46 per cent of women out of a total 825 were employed mainly as seasonal agricultural labourers.

2. None could effect any monetary returns for the future since they are living a hand to mouth existence.

B. Background information of the Target Groups:

1. A majority (78%) of the target groups were in the 26-40 year, productive age group. Among them, 209 could benefit from this study by way of economically viable activities. Of these, 154 were men and 55 were women.

2. Seventy per cent of the families had a family size of 4-6 members. There were only five members in the income range of Rs. 301/- to 400/- per month in the beginning. However, after the operation of this project, this number increased to 161.
C. Establishing Linkages and Securing Inputs to the Villages:

Implementing the plan of action included identifying, linking, mobilising and utilising the infrastructure like Krishi Vigyan Kendra (ICAR), Social Forestry Scheme (SIDA), Water and Energy Management Training Institute (CAPART), National Literacy Mission (Government of India), Project on Better Family Living (CAPART) and Lab to Land Programme (ICAR), situated at Sri Avinashilingam Rural Centre and Government Programmes like Integrated Rural Development Programme (IRDP), Training Rural Youth for Self Employment (TRYSEM), National Rural Employment Programme (NREP), Rural Landless Employment Guarantee Programme (RLEGP) and Jawahar Rozkar Yojana (JRY), Government of India, Tamil Nadu Adi Dravida Harijan Welfare Department, Government of Tamil Nadu (THADCO), District Industries Centre, Coimbatore (DIC), Tamil Nadu Industrial Investment Corporation (TIIC), Government of Tamil Nadu, Small Industries Development Corporation (SIDCO), Government of Tamil Nadu, Department of Social Welfare (DSWD), Government of Tamil Nadu, Sharadha Jaycees, Coimbatore and many other organisations for enabling the villagers to have training inputs, entrepreneurship development, project proposals, financial assistance, marketing tie up and educational inputs. Skill development training in candle making, chalk piece preparation, tree planting, bakery, processed foods like iddly powder and masala powder were given. CAPART
project enabled the investigator to pool all the resources and impart the training skills (Figure 26).

D. Quantum of Inputs received by the Villages:

1. Schemes like NREP, RLEGF and JRY were exposed to the 10 villages selected and they enabled a group of families to have better family living; 20 group houses were constructed through Rural Landless Employment Guarantee Programme (RLEGP) during the year 1987-88 wherein 20-28 persons were employed for a period of 6-7 months. Under the National Rural Employment Programme (NREP) in 1987-88, 20 houses were built under the Group Housing Scheme with an estimate of Rs. 2,04,000.00. Under the JRY public amenities were provided in four villages, benefitting the whole village with an estimate of Rs. 60,000.00.

2. The social inputs received by the villages included, on and off campus training in Agriculture, Home Science, Entrepreneurship Development, Social Forestry, Water Management and functional living and materials inputs like paddy barboiler, tree saplings, solar drier, smokeless chulah, hay box and mud cooler worth of Rs. 57,150.00.

3. The educational inputs made available by the National Adult Education Programme and nutrition and health education programmes of Krishi Vigyan Kendra enabled 527 villagers to learn to read and write, acquire skills in better cooking and consumption of nutritious foods.
INFRASTRUCTURE MOBILISED FOR BETTER FAMILY LIVING

Figure 26
The supply of tree saplings of papaya and murungai and seeds of greens had improved the intake of the same and in the villages of Kendaipalayam and Thekkampatti, these items were being offered free of cost to the noon meal scheme.

4. As a result of health inputs the infant mortality and maternal death is reduced from 68/100 to 65/1000 and 3/1000 to Nil respectively and awareness and utilisation of health infrastructure has enhanced.

5. The villages offered ample opportunities to the target groups for participation in functions, leadership development and exposure of experts and foreigners as a means of motivation and appreciation.

E. Quantum of Inputs received by the Beneficiaries:

1. Economic inputs could be made available to 209 persons in the 10 adopted villages through the development programme of the block namely IRDP, TRYSEM, THADCO, Lab to Land Programme, ICAR, Department of Social Welfare, Government of Tamil Nadu. Out of 209, 50 were assisted by IRDP programmes of the Block with a financial assistance of Rs. 1000 to 7400 for the avocations like agar bathi making (8), broom making (12), bullock and cart (4), foot wear making (6), laundry unit (1), milch animal (6), ploughing bull (1) and sheep (12), and they could realise an increase in income of Rs. 75 to 300 per month which they utilised on nutritious food, procurement of raw materials and expansion of the business.
2. Eight of the women were assisted by THADCO in having goat rearing units with a financial assistance of Rs. 3600.00 with 50 per cent subsidy. They realised an enhanced income of Rs. 350 to 400 per month.

3. One hundred and twenty six families out of the 209 were covered by the Lab to Land Programme of ICAR with an input of 2 sheep per family worth Rs. 500.00 which had expanded evento 30-50 animals fetching an additional annual income of Rs. 2000 - 2500.

4. The innovative approach of Department of Social Welfare enabled seven young women, to earn on an average, an income of Rs. 1,968.00 per annum per head with the help of Co-operative Garment Making Society, paying a membership of Rs. 100.00 per head. The target women who had these infrastructures at their disposal were very happy and felt comfortable. But the strain and hurdles undergone in arranging for these liaisons and financial assistance is inexplaining but valid, memorable and enriching experience. These experiences had enabled the investigator to follow up her contacts and obtain loans for 30 Mass Literacy Programme (MLP) beneficiaries in kannappanagar, Coimbatore Corporation through State Bank of India, Ganaapathy and THADCO.

5. The Self Employment Programme like arappu making, Kuzhandai Amudhu, masala powder, muruku, Sundakka vatral preparation, petty shop and tailoring were undertaken by 18 beneficiaries who realised an income of Rs. 25 to 150 per month. Efforts are ahead to enable them to get financial assistance through projects, IRDP and THADCO.

6. The literacy level of the 209 beneficiaries is highly rewarding. It is remarkable that 67 per cent of the 193 illiterates were enthused to become literates due to the socio-economic programme initiated. The remaining 33 per cent are also in the process of becoming literates.
Motivation for BFL would be done in many ways and approaches. But, the investigator realised that, the regular employment, economic improvement and appreciable income would definitely serve as a motivation for consuming nutritious food, following admirable health practices, adopting desirable cooking methods and becoming functionally literate. All our development programmes are to be tied up with economic improvement programmes to reach their targets. The project has great scope in terms of follow up of the beneficiaries already helped and the others who are to have financial assistance and other inputs for Better Family Living.

**Recommendations emerging from the study:**

The following recommendations emerged from the study (Figure 27).

1. Awareness programmes are to be arranged in depth, with connection to enlighten the rural/urban families about the various programmes available for their benefit. Media support should be utilised effectively for this purpose. Awareness programmes should be the target of all the voluntary agencies in the district. It should be followed by readily making available the application forms easily at specified central points. The present cumbersome procedure of filling in applications forms should be simplified.

2. The developmental departments should coordinate their activities in giving package of services to the poverty stricken families. e.g. The District Social Welfare Officer must be utilised to the fullest extent possible. Voluntary agencies could help in locating and financing the clients properly, help the orphan in marriage offering gold for Thali (Mangal Sutra), preparing effective posters, printing success stories in simple literature with effective photographs and furnishing video films to Doordharshan Kendra to enable them to propagate the modalities of approaching
EXISTING PROVISION

Village level
- Technical departments at the District level such as agriculture, animal husbandry, education, cooperation, social welfare, health, entrepreneurship development
- Nationalised banks in the District
- Educational institutions with extension activities
- District Industries Centre/Khadi and Village Industries
- Voluntary Organisations for rural welfare
- Mass Media support

District level
- Technical Departments
- Other agencies involved in village upliftment

Block level
- Production, distribution and marketing network
- Liaison Officers
- Community organisers, Village Volunteers

Village level
- Village level Workers

INTEGRATION REQUIRED AT DIFFERENT LEVELS

PROVISION REQUIRED

- Coordination Committee with representatives from different agencies
- Nodal Agency at the District level coordinating the activities of voluntary agencies
- Resource Inventory by District authorities
- Directory of Voluntary Agencies
and utilising the poverty alleviation programmes. Both the ends should meet to solve the problems realistically.

3. All the development departments should be situated in one building to enable the weaker sections to avail the opportunities without much strain and frustration.

4. The target oriented approach in IRD needs to develop into holistic process. For this purpose, coordination must be effected between poverty alleviation programmes and social welfare programmes. Department of Adult Education should work in close collaboration with the Department of Social Welfare and Rural Development to ensure that the learners receive relevant social welfare inputs. This will serve incentive to the programme.

5. Efforts are to be made to organise entrepreneurship development programme and linkage should be made with government/NGO's to get to know the products in great demand in the market and

6. A network in marketing should be established. Those enterprises established by the government have effective take off facilities. The products of the individual entrepreneur encouraged by the voluntary agency should also be linked up with the government agencies, cooperative departments and popular private concerns.