



Jeevika<sup>trust</sup>  
village livelihood in India

# Widening Horizons in India

Jeevika Trust's Annual Review 2004-2005

Working with people on the margins of rural society – low-caste and tribal people, especially disadvantaged women – to help them build and sustain their individual, family and community livelihoods.



## CHAIRMAN'S OVERVIEW

I am delighted to be able to introduce this, the first new-format Annual Review published by Jeevika Trust. I hope you will find it convenient and interesting.

It has given me the greatest pleasure over the past two years to attend regular Board meetings and other events organised by our small staff in UK, and to see how an organisation which Fritz Schumacher and I first set up 35 years ago as India Development Group (IDG) is today renewing itself and its resources

- and its resolve to put into practice on a worthwhile scale in Indian villages the sense of humanity, right livelihood and economic justice which characterised Schumacher's approach to rural poverty.

We are pleased to be able to include in this issue Diana Schumacher's own 'retrospective' about her father-in-law, which was written for our launch of 'Jeevika Trust' in June of this year but which she was unfortunately not able to deliver in person.

## MESSAGE FROM Dr D.K.GIRI

DIRECTOR, SCHUMACHER CENTRE for DEVELOPMENT

I am pleased to be part of Jeevika Trust's first 'Annual Review' - an occasion to look back to 2001 when Schumacher Centre Delhi (now 'Schumacher Centre for Development') was set up with the main purpose of reminding academic, government, media, development and other circles at national level about E.F.Schumacher's thinking and values and their relevance today. We have encountered a wide degree of acceptance and respect for the good sense, humanity and profound insight of this remarkable man.

**What we are doing:** On the following two pages you will find some snapshots of our recent and current village livelihood projects.

**How we work:** Addressing village poverty on the scale of Schumacher's thinking was and is a daunting task, and any impact on it can only come from 'thinking big', working with partners, always reaching for multipliers and for replication of proven successes. It also reflects our conviction that 'touching human lives' is a measurable and worthwhile way to express our ambitions - perceptible, sustainable changes to the lives of marginalised people in village communities. In seeking to touch hundreds of thousands of lives, we will not sacrifice depth of impact. By aiming for the first time in our history to become an 'all-India' organisation, we committed ourselves to do real work in at least five states in India, as well as establishing a meaningful presence in all of the main geo-cultural zones of India (north, south, east, west and centre). Within 18 months we have already made big strides along this road - as you will see by reading on.

**The new government:** Following last year's decisive rejection by the rural electorate of the BJP's image of 'India Shining' - the new Congress-based coalition government is putting greater emphasis on the rural sector. A basic shift is to give greater importance to social justice, and to focus more on outcomes than on expenditure. There is a long road to travel, as India still lags far behind in meeting the Millennium Development Goals.

Mid-term appraisal of the 10th Five Year Plan acknowledges that there are still "disturbing gender gaps, large rural-urban differences" and that a "significant improvement has to be made if conditions of genuine equality and opportunity are to be created". Some special areas for action have been flagged, which include:

- renewed focus on Sarvasikshya Abhiyan (universal literacy);
- a new National Rural Health Mission to restructure the health delivery system in rural areas (current health spending is to rise from 0.9 to 2 % of GDP);
- empowerment of women will be expressly budgeted for (India ranks 98 out of 140 on the UN's Gender Development Index);
- and a further push will be made to promote local and village decision-making.



These are welcome signals, but it has all been said before and we shall be monitoring whether the promised move from expenditure to outcome targeting materialises.

Despite continued national economic growth, India has not moved from its earlier position of 127 on the Human Development Index, and poverty and backwardness remain endemic in the rural hinterland. The new Government is showing some determination to respond to those who brought it to power. It is to be hoped that it will also place a new priority on the need for partnership between government, business, and a strong civil society backed by professional, accountable NGOs - the 'tri-sector' dynamic.

This new climate offers us at SCD encouragement, scope for greater engagement and hopefully new opportunities.

Dr. D.K. Giri

**World poverty cannot wait.** Indian rural poverty is first in the global queue in terms of its sheer scale. The pace of global resolution to 'Make Poverty History' is quickening – and Jeevika Trust is part of it. The Millennium Development Goals identify needs that everyone should be working to address – and again Jeevika Trust's mission contributes directly to their achievement. Governments and international aid organisations make ever new declarations and introduce new priorities. Undoubtedly

much good is done, but ... looked at globally these processes can appear to be driven as much by politics and publicity as by direct compassion and action. Therefore, it is refreshing to watch, and to be part of, Jeevika Trust - a small organisation with a big dream which is actually working to touch human lives at grass-roots level in several parts of India.

As Andrew Redpath's report on this page explains, we have worked hard over two

years to position ourselves for a solid renewal and expansion of our mission in India and I am confident we can now attract the financial and other support we need to accomplish it.



George McRobie

## CHIEF EXECUTIVE'S REPORT

During the 18 months under review, from April 2004, we have persevered with our programme of radical change and restructuring both in England and in India.

In England, we had already embarked (early 2004) on a sequence of major activities, not previously done by India Development Group, to lay strong foundations for growth and effectiveness of the UK organisation.

First, Strategic Planning which engaged the full UK and Indian Boards and staff in a searching debate on our Mission and Values in today's India, and on the Goals which would deliver these ambitions: from this process emerged a new Mission centred on 'tackling the roots of poverty through revitalizing rural communities', and a new 3-year Plan which we launched in April 2004.

Next, we addressed branding and identity. It had long been felt that our original name 'India Development Group' neither fully conveyed our purpose, nor gave us a recognisable and distinctive identity in the eyes of funders and other friends. Adoption in June 2005 of the name 'JEEVIKA TRUST' with the by-line 'village livelihood in India' marked the end of this 're-branding' process.

Thirdly, laying the foundations for professional sustained fundraising – without a growing, repeatable stream of income from statutory funders, corporate supporters, individual donors and friends, we saw that we would always be handicapped in pursuing our Goals in India: we needed the right tools for the job - an ambitious fundraising strategy was put together, and a new website created and launched in September 2005.

Meanwhile in India, we have expanded - indeed exploded - our horizons compared with the previous 30 years of operations in and around Lucknow. The training and workshop facilities near Lucknow had largely served their purpose and were not able to contribute to the broader vision of offering the benefit of Schumacher's ideas to millions of India's rural poor. At the same time, Schumacher Centre for Development, formed in Delhi in 2001, had established itself as a credible platform from which we could start to look at village India with fresh determination. Dr Giri's letter describes what has resulted from this.

So, we now face the second half of our 3-year Plan with confidence - a clear and memorable new brand with which to generate support, a powerful Mission and Plan to pursue, and a dynamic new platform for our Indian operations.

I hope that you will feel – as we do – that this is a great moment for you to join our efforts and give us active support for our future projects. Please see **How can you help?**

  
Andrew Redpath



Post-tsunami Tamil Nadu:  
Top: Livelihoods re-established with repaired fishing boats.  
Middle: Treatment at our mobile hospital.  
Bottom: Low-cost housing in Orissa.

### BEEKEEPING & CRAFTS

This **micro-enterprise pilot project for women** (funded by the Isle of Man Government, 2003-2004) was based in 7 villages in the District of Udham Singh Nagar (Uttaranchal). Direct beneficiaries of the programme total 200 (mainly illiterate) scheduled caste and tribal women of all ages, who have traditionally had no means of income-generation apart from seasonal agricultural/livestock-related activities. Hives, equipment, training and access to sewing-machines were provided to 13 self-help groups.

Once regular income from sale of bee products (honey, wax and bees) has been established the project will benefit about 1,400 people (approximately one fifth of the total population). With little or no formal education or access to paid employment, villagers in this area live in

extreme poverty: 6 villages are without access to health services; 5 villages are without electricity; only one village has a primary school; and no government agencies or voluntary agencies are known to be working in the immediate area.

A further benefit of the project has been that 200 women participated in Primary Health Care awareness camps, providing vital information on their doorstep about reproductive & child health care, vaccinations, prevention of water-borne diseases, personal hygiene, etc. This knowledge represented a breakthrough for women traditionally inhibited from even discussing such matters. In addition, Human Rights awareness helped both caste and tribal women and men to understand their constitutional right to participate in local (Panchayati Raj) decision-making.



2004								
April	May	June	July	August	September	October	November	December
BEEKEEPING AND CRAFTS					APPROPRIATE HOUSING			
NUTRITION & HEALTH								
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VILLAGE DE								

### NUTRITION & HEALTH

Working alongside CARE India, the **Integrated Nutrition & (reproductive) Health Programme** has helped benefit 40 villages in Uttar Pradesh (2001-2004), touching over 100,000 people. The project strategy was to sensitise health service providers and generate demand for them by the rural communities. The biggest achievement of the project was to enable women (adolescents, as well as prospective & new mothers) to stretch beyond the traditional taboo of discussing issues of reproductive and child health. Schumacher Centre for Development (SCD) in Delhi aims to replicate this within their other project communities.

### REPRODUCTIVE/ CHILD HEALTH

The **British High Commission** funded a pilot project (completed in August 2005) promoting Health Education, and focusing on Reproductive & Child Health – touching 2,000 people in 4 villages, near Agra (Uttar Pradesh). This project has had a 'multiplier effect', through training animators and health workers, and expanding into other nearby villages.

### VILLAGE DEMOCRACY

**Deepening Democracy** (funded by Westminster Foundation) – since 2001, this 'training of trainers' programme has benefited 400 Village leaders in Orissa and Uttar Pradesh. By providing training, information and sensitisation to the grassroots leaders we are contributing to the growth of a vibrant, participatory and meaningful democracy.

### MOBILE HOSPITAL

Our **tsunami response** projects on the Tamil Nadu coastline (Cuddalore, Karaikal, Nagapattinam) provided a much needed mobile hospital unit, and rehabilitation of fishing communities through repair of tsunami-damaged boats (funded from donations to Jeevika Trust in England and France).

By 20 January, a large well-equipped **Mobile Hospital**, provided by Gwalior Children's Hospital, south of Delhi, had started work in 39 of the worst-hit coastal villages in the districts of Karaikal and Nagapattinam. Under direct supervision of SCD's project officer, and with logistical help from Meenakshi Mission Hospital, Madurai, the Mobile Hospital was in operation for 2 months treating over 12,000 children & adults.

#### APPROPRIATE HOUSING

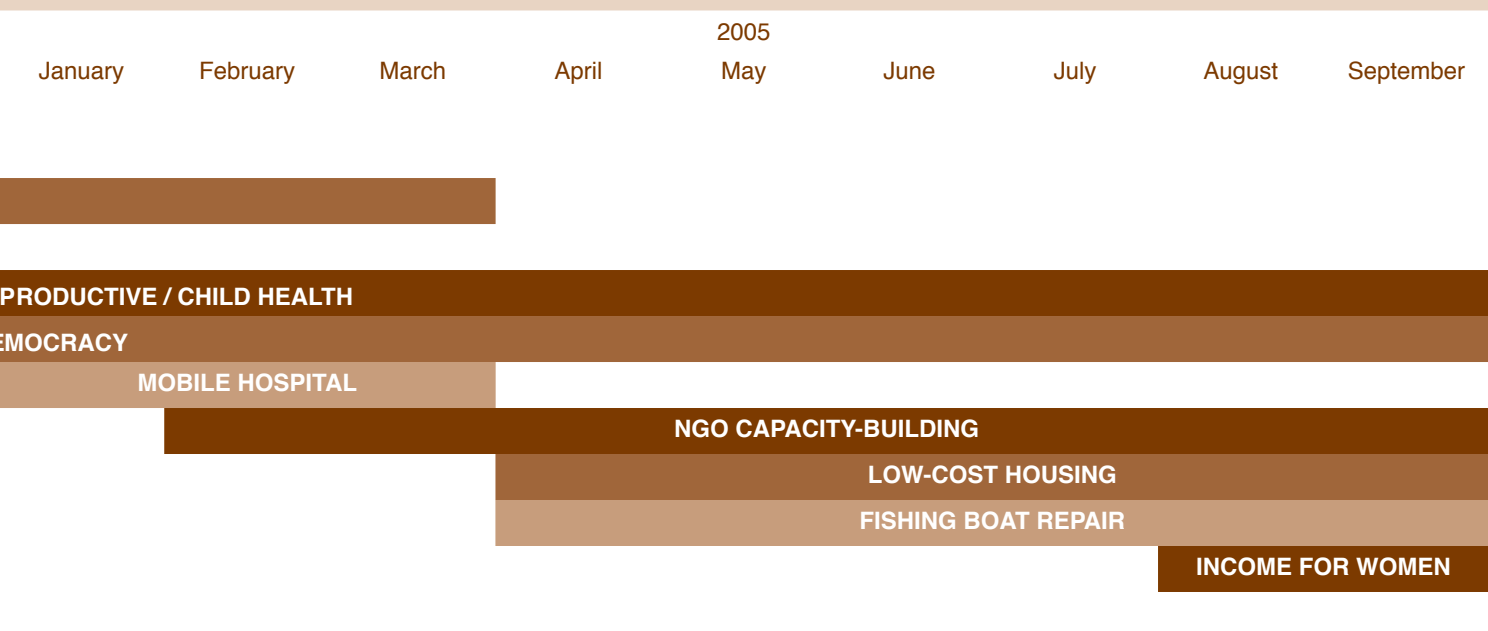
The **Community-Based Drought Response Programme** in western Orissa, worked with the drought-induced migrant population who were living in 'kaccha' (temporary) mud housing without electricity, water supply or sanitation. In January 2004 CARE India became involved in a social housing project called ASHRAYA, which had been judged one of the Global Best Practices by UN-Habitat (2002). They approached Schumacher Centre for Development (SCD) in Delhi to provide a training programme to landless, marginalized farmers and women in building-construction technology and material production. In collaboration with Cooperation for Rural Excellence (CORE), SCD trained 1384 artisans out of which 418 were women, forming 60 Artisan self-help groups (ASHGs).

"The project has been a huge success. Today, 36 ASHGs are fully self-sustained and have improved their financial conditions, with the income of each artisan increasing from below Rs.50/- per day to between Rs.70/- and Rs.120/-. Before the CAPI training, migration from these villages was a regular feature but, after the training, there has been 100% check on migration of the artisans trained, many of whom are also making their own houses as well as other buildings with local materials."

*CORE, Implementing Partner*

"One important aspect in this programme was to extend masonry training to tribal women as these women were already working with the masons as helpers/labourers. By upgrading their skills, these women feel empowered today to work as masons, and have economically improved their position."

*Mr N.M. Prusty, Director of Emergency & Rehabilitation, CARE*



#### NGO CAPACITY-BUILDING

Through its **Capacity Enhancement Programme** during 2005, SCD in collaboration with Times Foundation has conducted a series of workshops training civil society groups in core practices for both organisational development and project work. These include fundraising & communications, legal & financial parameters, disaster management, community needs assessments, and project formulation.

#### LOW-COST HOUSING

In collaboration with our local partner CORE and the Business Group ARDEE, and using the award-winning 'Ashraya' concept on low-cost housing, SCD is training 200 masons, creating Building Material Service Banks and constructing homes in Anugul and Talcher (Orissa).

#### FISHING BOAT REPAIR

Our **tsunami boat repair Project Pisces** in Tamil Nadu organised repair of over 100 fishing boats completed by end of August, benefiting over 600 fishermen and their families (thus over 3000 beneficiaries).

Letter to Schumacher Centre Delhi from village Panchayat, Karaikal Mendu: *"Regards with greeting from Karaikal Mendu Villagers. We the villagers Panjayath members are very much thankful to your organisation. We are all happy and fully satisfied that your organisation done good job and make us to re-start our life newly after Tsunami."*

#### INCOME FOR WOMEN

This project will **build on the Beekeeping pilot project** in 7 villages in Uttaranchal, and is again funded by the Isle of Man Government. The project will also continue to raise awareness related to Health and Human Rights issues and to improve access to health, education and electricity services, indirectly benefiting up to 6,500 people. It aims also to introduce sustainable income-generation through cultivation and processing of medicinal herbs, and through silk-farming.



"I am a poor labourer from Dadabamui village. I have 6 children to support. My husband and I have been working as construction labourers and at times also worked in the fields of rich farmers. We both were earning Rs.30/- each, which was not enough to feed a family of 8. After the drought, conditions became severe and we were planning to migrate from our village in search of more income. At this time, Mr Jena from CORE requested us to attend this training programme.

I am thankful to the Sansatha (organisation) who provided us the training opportunity. Today, I earn Rs.100-125 a day as mason and also prepare building material for the construction of houses and buildings. I am saving money also to make my own 'pakka' (permanent) house."

Draupadi Nayak  
Woman mason and beneficiary.

**Please do visit**  
[www.jeevika.org.uk/help/howtohelp.htm](http://www.jeevika.org.uk/help/howtohelp.htm)  
to find out how you personally, or your company or organisation, can support Jeevika Trust.

**Call us on**  
**+44 (0)20 8973 3773**

**or email**  
**support@jeevika.org.uk**

## HOW CAN YOU HELP?

It is true that India is getting richer, but this is only at the very top and among the urban middle classes. More than ever there are 'two Indias'. Globalisation is leaving the poor behind.

One-third of Indians – more than the whole population of America – are trapped below the official poverty line of \$1 a day: it's hard to comprehend inequality on this scale - yet every one of those has a name and a face and a life and a right to hope. Why should this matter? Because Britain and India have a very special bond of history, culture, business, food, tourism: what happens in India does matter to us in Britain.

The Indian government has realised that it alone cannot change these lives: more and more it is up to voluntary organisations like Jeevika Trust to fill the gap. **Jeevika's focus on village livelihood in India offers a way for you to connect directly with the people we work for. Our work is only possible through your generosity and support.**

This year we have again been active on projects which bring sustainable change to village people like these, who are on the margins of rural society – low-caste, tribal people, and particularly women. Women and girls suffer from age-old discrimination and poor access to what we take for granted - education, clean water, health-care and economic opportunity.

A wonderful response from friends and supporters in England, France & India to our December 2004 tsunami appeal - raising over £14,000 in donations - enabled us to translate their generosity into life-saving and life-changing activities for decimated communities in south India. Our emergency **Mobile Hospital** treated 12,000 coastal villagers and our project **Pisces** put more than 100 damaged fishing boats back to sea. During 2005 we have also consolidated our pilot project on **Beekeeping** in 7 villages in north India (Uttaranchal), providing hives and training to women's self-help groups (SHGs) to gain income-generation skills through production of honey, wax and bees, as well as crafts. Our **Deepening Democracy** and **Reproductive & Child Health** education projects have focused on addressing the expressed needs of villagers in western Uttar Pradesh - women especially – for a stronger say in village decision-making, and reliable information on sexual health and child-bearing.

New projects include **Give a Mum a Goat** a pilot goat-rearing project starting this December in marginalised villages near to Agra, where Goats are given to women in poor families to help them generate milk, manure and eventually offspring. Female kids will then be given to other families in the area, so that the project becomes self sustaining. Surplus milk or manure can be sold or traded. In Uttaranchal we will be extending the skill-training to further women's SHGs to cover **Medicinal herb cultivation** and processing and **Silk-farming**. We hope to obtain funding this year for two large-scale projects on which we have completed our research and consultation: one for **Water & Sanitation** led livelihood among 16 villages near Agra, and the other for marginalised **Forest Tribal** people in the new state of Chattisgarh.

Our ability to fund these and other projects in our Pipeline depends not only on large funding organisations, but also on interest and support from individuals, charitable trusts and corporations. Mahatma Gandhi said that "if the villages perish, India will perish". **Your support can help us work to sustain the viability of village existence and livelihood.**



## WELCOME JEEVIKA!

(Highlights from a welcome address by Diana Schumacher for the launch of India Development Group's new name 'JEEVIKA TRUST' on 25 June 2005)

My association with India Development Group goes back probably longer than that of anyone here barring Mark and Elizabeth Hoda of course, and our Chairman George McRobie who, with Mansour and Surur Hoda, was originally responsible for getting the organisation off the ground in 1970.

The charity was the idea of Dr E F Schumacher. As an economist Schumacher had been invited to India, originally in 1961, by the renowned J P Narayan. This visit proved a turning point for him: it was the first time in his life that he had really experienced truly devastating and degrading poverty. He described it as "a complete collapse of spirit and soul and the inability of people to help themselves". It was far worse than the poverty he had seen in war stricken Germany or in the poor areas of Latin America or rural Burma. Moreover, no conventional economic theory at the time offered a viable solution to the type of development needed for sustainability in such poor conditions. India was, and still is, a very rich country, and yet two-thirds of the population live in abject misery. Schumacher observed, however, that there were what he termed "two Indias – a dual economy" - where people in cities and also in villages had two completely different patterns of living - side by side and yet, in reality, worlds apart.

Almost 45 years on, the same situation exists, and in many ways has been exacerbated by the growth of population, by the wrong types of development aid being channelled into large centralised projects, by the impoverishment of the soil by industrialised agriculture and by the eradication of much biodiversity through the cultivation of monocultures and genetically modified crops. With all the news about economic growth and call centres etc, it is too easy to forget about India and the grinding poverty of millions of rural villagers when the tsunami and other all too-frequent natural disasters fall off the headlines. The G8 and the rest of the world are now focussing on Africa. Yet poverty, unemployment, environmental degradation and famine are the norm for the majority of these rural people and the suicide rate of Indian farmers is among the worst in the world.

Having studied Gandhi in depth and spoken to various eminent Indian economists, Schumacher came to the conclusion that there must be a "middle way" between the Western-style highly automated technologies (which also destroy jobs and local cultural traditions), and the fairly primitive technologies practised by the rural poor. He gradually came to the conclusion that this "intermediate technology" was the most appropriate form of aid and yet at the time it never featured in development projects.

India Development Group was therefore set up to supply tools, training and technological transfer based on small-scale technologies appropriate to local needs. These "tools for progress" as Schumacher called them, were cheap to construct locally, easy for non-literate people to understand and maintain, and could be made available to countless thousands of peasants in their home villages. Other aspects were later added such as six-month courses at the Schumacher Institute in Lucknow, a village school and health clinic; local irrigation and forest farming schemes, training in IT skills and so on.

This charity – under its former name – has been in existence for 35 years and focuses on tackling the root causes of poverty. From its original focus of encouraging villagers to make tools and small-scale energy generating equipment from local resources, it has evolved to provide training in appropriate cultivation and husbandry techniques and traditional village handicrafts, with particular emphasis on schemes to activate and empower women, as well as developing projects on water & sanitation, reproductive & child health, low-cost shelter, and other interventions - all with a view to capacity-building and enabling village people to generate an income, thereby helping them to help themselves. At the same time, unlike aid in the form of hand-outs and tied aid packages, by restoring creativity and livelihoods, this form of assistance also inculcates a sense of responsibility and restores the dignity of work, and pride in the local community.

Even with what aid agencies consider relatively small amounts of money, a very great difference can be made to peoples' life styles. This, of course, has a very positive ripple effect, sometimes with unforeseen results. In this setting, the direct hands-on help supplied by the Jeevika Trust creates oases of hope and opportunity for people to break out of the poverty trap.

One of the reasons for our success so far is that we are a relatively small organisation with very little spent on overheads and administration. The money we raise goes directly to India via the Schumacher Centre for Development in Delhi.

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June 2005.

“WHAT IS the meaning of democracy, freedom, human dignity, standard of living, self-realisation, fulfilment? Is it a matter of goods or of people? Of course it is a matter of people. But people can be themselves only in small comprehensible groups... If economic thinking cannot grasp this it is useless. If it cannot get beyond its vast abstractions, the national income, the rate of growth, capital/output ratio, input-output analysis, labour mobility, capital accumulation, **if it cannot get beyond all this and make contact with the human realities of poverty, frustration, alienation, despair, breakdown, crime, escapism, stress, congestion, ugliness and spiritual death, then let us scrap economics and start afresh.**”

Taken from E.F. Schumacher's essay 'The New Economics' in *A Pair of Cranks – a compendium of essays by two of the most influential and challenging authors of the 20th Century – Leopold Kohr & E.F. Schumacher*, edited by John Papworth (New European Publications Ltd, 2003)

