



**New India Internship  
TVS-SST, Hosur  
IIT Madras**

Meet me:



**Azhar Mangure**

*IIT Madras*







# Agenda

Internship topic

Methodology adopted

Timeline

Places visited

Recommendations

**1**

**Internship Topic**

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# INTERNSHIP TOPIC



**Study the current  
livelihood activities in  
the villages**

**and suggest suitable  
marketing linkages**

**and business ideas  
for sustainable  
income**

# 2

## Methodology Adopted

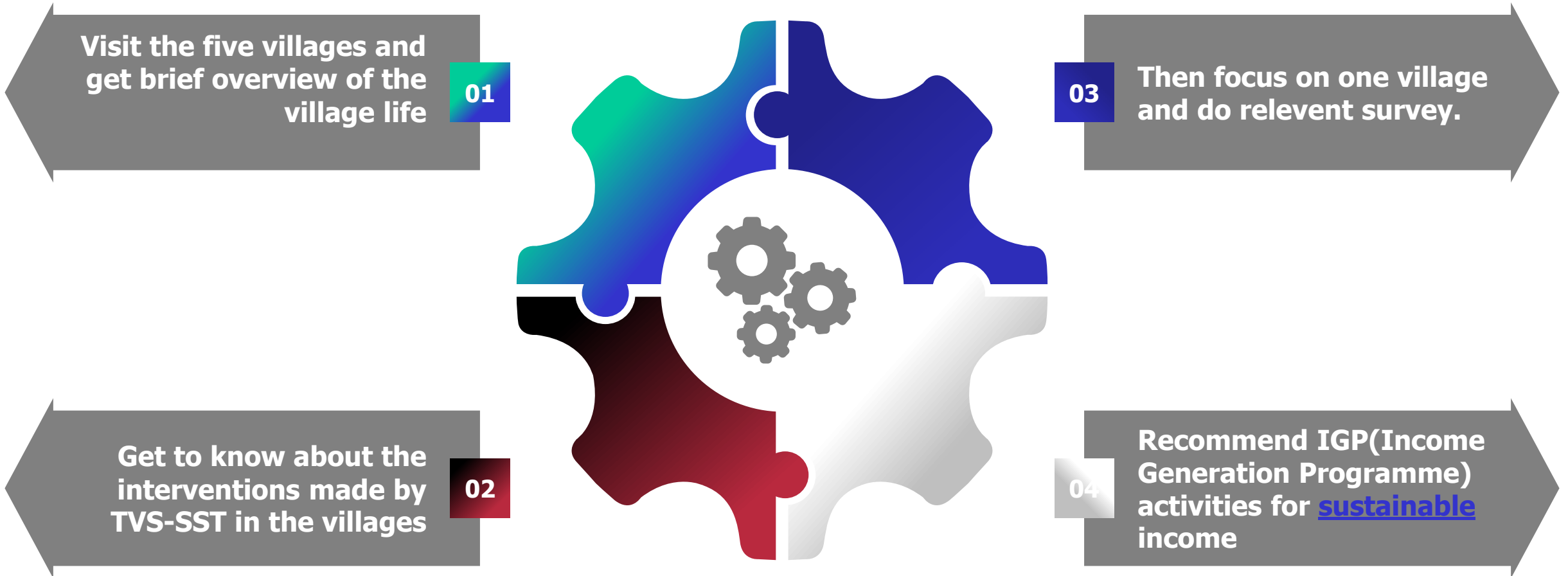
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# VISION OF TVS-SST

**“ To partner in the transformation of rural communities and urban slums by empowering people to achieve sustainable development “**

Source: <https://www.tvssst.org/vision-mission/>

## METHODOLOGY ADOPTED



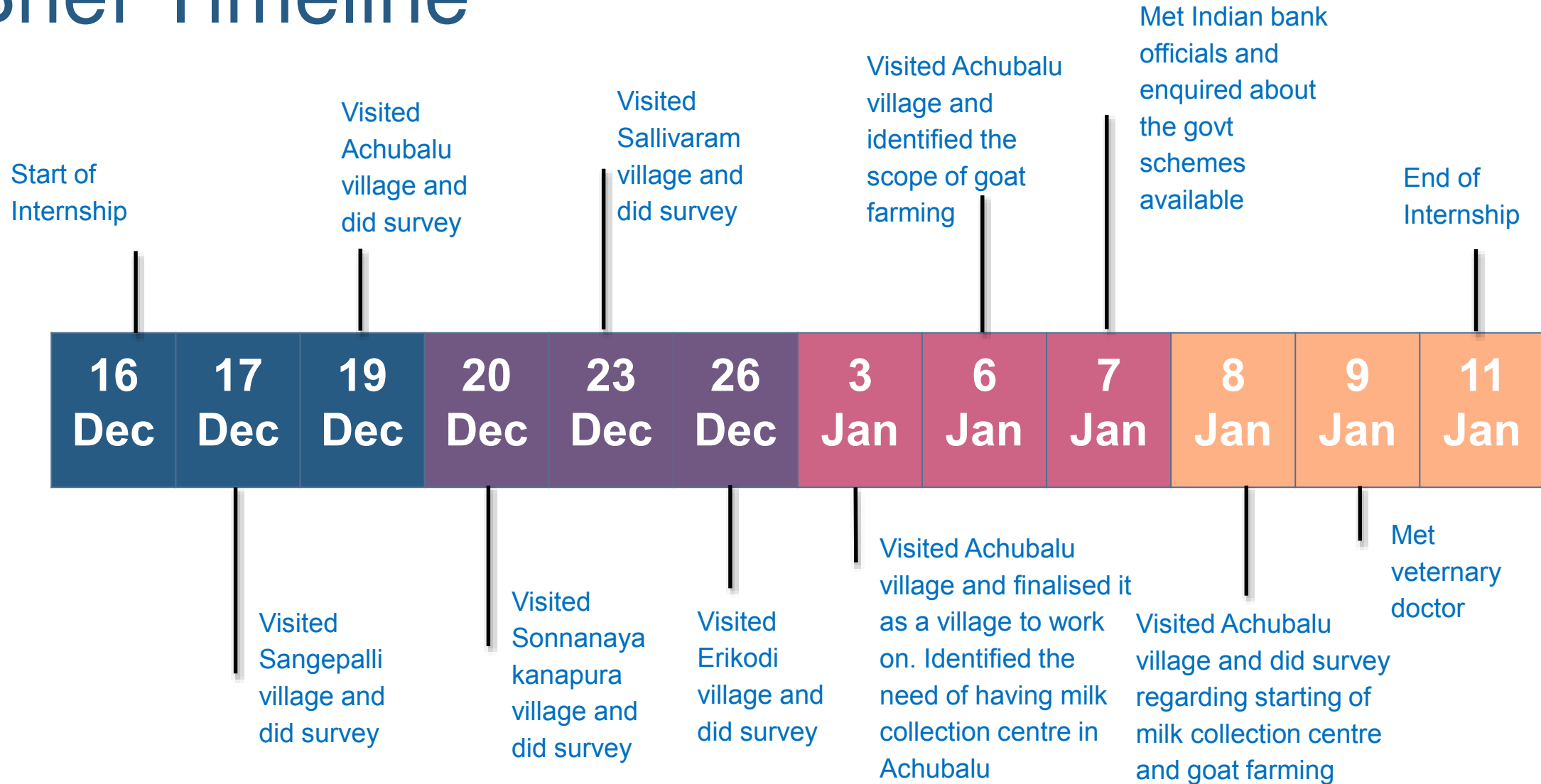


# 3

## Timeline

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# Brief Timeline



**4**

**Places visited**

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Anganwadi



Panchayat school



lake



Farm



Check-dam site



Nutrition Programme





Tailoring programme



Desilted lake



Dairy training programme



Panchayat school



Azolla



Livestock farmer





Labour workers



Rose farm



Handicraft



Chapati making unit



Cattle farm



# 5

## Recommendations

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**First Recommendation**  
Start the milk collection centre of  
Hatsun in the Achubalu village

# SWOT Analysis



As per the survey done in 2018-19, there are total 116 families. Agriculture and livestock is the main source of income. The total no of cows is around 150. The amount of milk produced per day is around 120 litres per day.

There is no milk collection centre in Achubalu. Middleman collects the milk at very cheap rate. But milk procuring company like Hatsun can give maximum 42 rupees per litre and average 28 rupees per litre depending on the SNF and fat content of milk.

Hatsun prices based on the quality of milk whereas middleman prices differently for different persons.

Hatsun also provides mineral mixture , concentration feed and veterinary doctor service at a minimum rate to its milk suppliers. Middleman provides nothing like this. Hatsun also provides training to improve the yield and quality of the milk.

So with the help of Hatsun, farmers can have more income and this will empower them for sustainable development.

# SWOT Analysis

## WEAKNESS



Most of people don't have idea about benefits of supplying milk to milk collection centre instead of to middle man. So people need to be aware regarding it.

Most of the SHG's started in Achubalu have been classified as NPA(Non Performing Assets), so people belonging to that group may not get the loan for dairy related activities.

Weak financial condition of villagers.

Most of people don't have knowledge about fodder and vaccination required for cattle.

# SWOT Analysis



According to Minister of Fisheries, Animal Husbandry and Dairying, the dairy sector in India grew at a rate of 6.4 per cent annually in the last four years against the global growth rate 1.7 per cent.



There is no milk collection centre in Achibalu. Middleman collects the milk at very cheap rate (Rs. 23 to 25). But milk procuring company like Hatsun can give maximum Rs. 42 and average Rs. 27 per litre depending on the SNF and fat content of the milk.

## OPPORTUNITY



Schemes like Dairy Entrepreneurship Development scheme by NABARD, free cow scheme by state govt. and schemes by TAHDCO can be utilized getting subsidy.



Sometimes the middleman measures milk with faulty measuring equipment. He also prices different amount of money as per the person. He prices less money to some of the illiterate people.



Middleman is charging same rate for both country breed milk and jersey milk. But Hatsun can give around 40 rupees per litre on average for the country breed milk.

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# SWOT Analysis



Some of the people have taken loan from middleman. So they are indebted to him. They can't give milk to other till the loan is repaid.



Politics involved in government schemes.





**Second Recommendation**  
**Promote Goat farming in Achubalu**

# SWOT Analysis



Goat is called as poor man's cow. We can get more profit from less investment.

Rearing of goat requires less maintenance than rearing cow. Goat can survive in any climate and place. It can survive in drought like condition also.

Goat is very immune to the diseases. So the vaccination cost less.

Some of the breeds like Usmanabadi and Tellicherry give birth to minimum two number of kids in a six month. So the breeding of goat is very fast.

Goat can live on local fodder available. She doesn't require a specific diet. So the fodder cost is also less. Apart from the meat, we can also get profit from the milk and manure obtained from goat

# SWOT Analysis



Most of people don't have idea about benefits of rearing goat. So people need to be aware regarding it.

Most of the SHG's started in Achibalu have been classified as NPA(Non Performing Assets), so people belonging to that group may not get the loan for goat farming.

Weak financial condition of villagers.

Most of people have don't knowledge about food and vaccination required for goat.

# SWOT Analysis



According to policy note 2019-20 of Animal Husbandry department of Tamilnadu Government- there exists a growing demand for mutton, but the supply is insufficient.



According to survey done, there are total 116 families, but the total no of goat available is only around 40. So there is much scope of making people aware about Goat Farming

## OPPORTUNITY



Goat can be sold in weekly market available in nearby places like Malwadi , Bellapalli, etc. Goat can also be sold in the daily market of nearby Bengaluru. There is also a scope of exporting Goat to countries in the middle east. During festival period like Bakari Eid, the profit from goat selling is much higher. Apart from goat meat, one can get profit from goat milk and manure also.



Schemes by NABARD, free goat/sheep scheme by state govt. and schemes by TAHDCO can be utilized for getting subsidy to start goat farming.



Financial model for Usmanabadi goat (4 female +1 male)

<b>No of goat</b>	<b>1</b>
<b>No of Kid in a year</b>	<b>4</b>
<b>Total Selling Price (Rs. 5000 each) approx.</b>	<b>Rs. 5,000*4=20,000</b>
<b>Total Maintenance approx.</b>	<b>5,000</b>
<b>Total profit in a year approx.</b>	<b>20,000-5,000=15,000 rupees</b>

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# SWOT Analysis



Diseases to goat



Politics involved in government schemes.









*IIT Madras, TVS SST, Padmanabhan sir,  
Kalpana Madam, Balasubramanain sir,  
Theagarajan sir, CDO, VDO, etc*

*Thank you!*



# **NEW INDIA INTERNSHIP WASTE MANAGEMENT IN JAWADHU HILLS**

**Dec 16 '19 - Jan 8 '20**

**NIKHIL NAVNATH KHARAT, CH17B010  
Third Year UG student, IIT Madras**

**Guided by - Dr. K.S. Devadass  
Field Director, Jawadhu Hills,  
Srinivasan Services Trust**



# An Overview

- The Javadhu Hills are an extension of the Eastern Ghats spread across parts of Vellore and Tiruvannamalai districts in the northern part of the state of Tamil Nadu.
- The area is famous for sandalwood, teakwood rosewood and different medicinal plants.
- Agriculture is the major occupation for the population comprising of 98% tribals. Paddy and samai are the main crops.
- Tamarind, jackfruit, guava, pomogranate, mango, lemon are the main fruits produced.

# PROBLEMS

- **Water crisis** is a major problem during summers
- Area suffers from **temporary migration** of the population to nearby states of Andhra Pradesh, Karnataka and Kerala
- **Anaemia** is widespread among the female population of the area
- **Ineffective waste management** has resulted in **poor hygiene and sanitation** problems
- **Deforestation** is a major issue in the area.
- **Consumption of homemade illegal arrack** by youth is also creating many health and social problems.
- **Absence of proper road connectivity** in remote villages is affecting day to day life of the population in that area



# ***OBSERVATIONS***

- **Solid Waste** - Only Panchayat villages have proper dumping pits whereas other small villages are devoid of this set-up and waste is being dumped in open grounds.
- Dustbins are set-up at common places by Panchayat but they are used less and not maintained properly.
- Each Panchayat village has composting project but its not in working condition.
- Moreover burning the waste without segregating it as combustible and non combustible is the only way to dispose it off.

# ***OBSERVATIONS***

- **Liquid waste** - Small villages have pitiable sewer system or no system at all. Though the panchayat villages have descent sewer system, the cleaning of the sewers is irregular resulting in blockage and hygiene issues.
- The untreated liquid waste is disposed off into nearby water bodies.
- Some villages are also equipped with Kitchen Gardens set up with the help of TVSSST where kitchen liquid waste is disposed off.
- Toilet facility is available to the population but they often don't use it due maintainance issues.
- Maintenance of toiletries is pitiable due to the improper accessibility of the area.



# ***OBSERVATIONS***

- **Teacher Initiative** - Teachers in one of the local schools provided paper bags to the students in exchange of plastic bags
- **Youth Club** - The club members at Valakkadu village volunteered to clean the septic tanks and conducts cleaning drive.
- **Effective collection and dumping** is present in Puliur Panchayat village has resulted in improved hygiene scenario.
- **Mass cleaning drive** in Thirthunur was conducted by villagers which resulted in improved situation but this wasn't continued.
- **Vermicomposting** is being practised by some of the households.

# SUGGESTIONS

- Awareness about waste management should be spread among the villagers especially among the youth starting from schools and anganwadis.
- Effective implementations of governments policies regarding waste management will really improve the situation.
- Projects such as vermicompost and kitchen garden should be spread among the population.



THANK YOU



# New India Internship Dec'19 - Jan'20

**Location - Padavedu, Thiruvannamalai District, Tamil Nadu.**

Interns - Bhargava Sai, Alekhya Tavva, Urudhimozi S

# **Description of the location**

**Padavedu is a village located in the Polur district of Thiruvannamalai. It is very close to Arani, a location known for silk weaving. Padavedu is well connected to both the district head quarters of Vellore and Thiruvannamalai .The geography of the location is very fertile and the cultivation includes banana, paddy and sugarcane.**

# Description of the Assignment

## Objectives :

To conduct an impact assessment survey among the Self Help Groups in the Padavedu cluster. We are looking at various Self Help Groups ( Income Generation Programmes)\* in the Padavedu cluster, and observing them on the following parameters :

1. Nature of the work being done by the members
2. Data collection on manufacturing costs, transportation costs, and final returns
3. To analyse the impact of IGP's in families and the community.

We have been given a list of villages where income generation activities happen through Self Help Groups, and our research was mainly based on direct interviews with the respondents and we have recorded their response. We will be looking at them from various vantage points and arrive at a conclusion that may suggest feasible changes in the process.

# **Name of the Villages visited**

**Padavedu | A K padavedu and Renukondapuram | Samanthipuram |  
Ananthapuram | Patrangulam | Erikuppam | Mukurumbai | Chinna  
Santhavasal | Kelur | Thurinjukuppam | Athimalaipattu | Puthupalayam |  
Kattukanallur | Mullipattu | Pettai | Nainavaram | Ramapuram | Marasur**



# Activities observed

Pottery | Bamboo Products | Vermicompost | Poultry | Cattle Rearing |  
Dairy farming | Banana Fibre products | Silk Weaving | Tailoring | Arecont  
Plates | Agriculture | Terracota jewellery & Jute products

# General Observations

- **Increased group participation and community participation**
- **Economic Stability**
- **Increased awareness on income generation opportunities**
- **Increased interest in providing education to kids.**

# Activity based observations

Name of the activity	State	Source of Income	Other observations
Vermicompost	Stable	secondary	-
Agriculture	Stable	main source	-
Dairy farming	Stable	Main source	-
Poultry farming	Stable	Main source	

# Activity based observations (contd)

Name of the activity	State	Source of Income	Other observations
<b>Pottery</b>	Stable	Main source	-
Banana fibre products	Seasonal	Secondary source	-
Terracota & Jute	Seasonal	Secondary source	-
Silk weaving	Stable	Main source	-

# Work related observations

- **Increased inclination towards traditional forms of work - consistent income | lesser risk**
- **Need more motivation towards taking up other works**
- **Inhibitions - family circumstance, location of the training centre, amount of risk taken in new activities**
- **Marketing**



# Suggestions

- Decentralised Training Centers
- More marketing strategies ( Vellore Factories )
- Networking orders in kannamangalam cluster
- More awareness on new opportunities
- Evaluation for every 3 months on new activities.

# NEW INDIA INTERNSHIP

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THRUKKURUNGUDI CLUSTER

TIRUNELVELI



met CMD of TVS



# ABOUT CLUSTER...

**BRINIVASAN SERVICES TRUST**  
**TVS THIRUKKURUNGUDI SITH SSI**  
WORKING AREA DETAILS 2018-2020

Total no. of panchayat unions	-	03
Total no. of panchayats	-	08
Total no. of villages	-	553
Total no. of families	-	02432
Total no. of population	-	309510
Total no. of farmers	-	17281
Total agriculture area	-	22647
Total women's owning families	-	29479
Total no. of illiterate women	-	41649
Total no. of schools	-	108
Total no. of anganwadis	-	215
Total no. of PNHs	-	12
Total no. of Government hospitals	-	01
Total no. of Veterinary hospitals	-	01







# About Thirukkurungudi



Nambi temple



Thirukurungudi big pond



View of Mala Nambi Temple



Banana fields

# Overview about cluster

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- Thirukurungudi belongs to Nanguneri Assembly
- It consists mainly three panchayat union with 66 panchayaties
- It has nearly 146 schools in the cluster
- Thirukarungudi has an average literacy rate of 72%, higher than the national average of 59.5%

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- Rice and paddy is the main cultivation crops
  - Mahendragiri Mountain near Thirukkurungudi has abundant medicinal herbs
  - Thirukkurungudi is the home town of the founder T.V.Sundara

Iyengar of T.V.S group



# OBJECTIVE OF INTERNSHIP

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- Identify the slow learners and suggests effective teaching methodologies to techniques to improve them
- Identify the reasons behind disinterest of illiterate woman towards adult education
- Suggesting simplified teaching and learning technique for school education and adult education respectively

# PROBLEMS

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- Lack of interest
- Criteria for identifying slow learner should be changed
- Method of teaching has to be changed
- Home environment
- No proper guidance by parents
- No clear vision among students
- Poor communication skills
- Lack of faculty

# SUGGESTION FOR TEACHING METHODS

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- Live example should be taught be in class
- Motivation from parents and teachers
- Practical approach for better understanding of concepts
- Field visits
- Developing reading and writing skills in English and competency among students

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- Game and fun based learning methods
  - Triggering the students to talk in English by providing incentives
  - Conduct weekend exams and complying the weekend results
  - Making the students to prepare their own questions after completion of concepts and exchange among themselves and ask them to solve
  - Reduce number of schools under EDF

# Problems in adult education

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- Due to lots of work (household and their income generation work)
- Over-dependence on their partners
- No proper infrastructure
- No proper syllabus



# Suggestions for adult education

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- Make them realise the importance of reading and writing
- Making them capable of filling essential documents (bank challans, loan documents, etc.,)

# TEAM MEMBERS



U.OMKARESHWAR



Krishna Karthik.M



HANUSHA  
VARDHANI



VARUN MARTINE