

USHA MARTIN GROUP

- **Background**

Krishi Gram Vikas Kendra (KGVK) was conceptualised as a sustainable, holistic and inclusive response to the complex problems of poverty, powerlessness, lack of community organisation, lack of assets, unemployment, malnutrition, ill health, illiteracy and ignorance surrounding the vulnerable people in 350 villages across 5 districts of Jharkhand.

Integrated rural development has been the philosophy of KGVK, with Total Village Management (TVM) as its working model. Usha Martin's shop floor learning from Total Productivity Maintenance (TPM) were adapted and adopted to suit the rural context and renamed as TVM.

As a logical extension of the philosophy of TVM, activities related to safe drinking water access and sanitation are the key priorities for KGVK. The awareness of, and access to, safe drinking water, clean energy sources and sanitation becomes imperative. As the purchasing capacity of rural people is limited, a paradigmatic shift to a hygienic way of life must go hand in hand with low-maintenance and affordability.

- **Location, Date**

5 districts of Jharkhand

- **Areas**

Rural

- **Stage/Scale**

Total Village Management (TVM) in 2015 has scaled to 415 villages in nine districts in Jharkhand reaching out to 45,000 households.

- **Objective of the assignment**

As part of KGVK's development initiatives that integrate the concerns of natural resources and social capital, activities for safe drinking water like the construction of wells and piped drinking water networks, the repair and installation of hand pumps, smokeless cooking stoves (chulhas), biogas/gobar gas plants and low-cost toilets, are being taken up in the villages under KGVK's command area.

- **What was done**

Constructing low-cost toilets: KGVK pioneered the concept of using low-cost material to construct toilets in its operational area. In its pilot phase, 26 households own low-cost toilets. Determinants for the ramping up of this project include:

- Type of soil
- Local availability of construction material
- Water availability and its use in different types of toilets
- The degree of individual maintenance required



- **Impact**

Two key and inter-related thrust areas of KGVK under its TVM model are a sustainable and equitable access to safe water and an adequate sanitation system. A study conducted by KGVK to analyse the impact of sanitation facilities on mortality rates of children below five years, based on a retrospective data analysis with selected indicators, took inputs from 450 beneficiaries across Namkom and Patratu.

- **Challenges and Issues**

KGVK realized that projects were silo based, isolationist initiatives and once the project was over so was the impact, what was needed was a delivery model that worked holistically in a grid like integrated network of initiatives across natural resource management and social capital.

- **Innovation**

KGVK has an integrated approach to rural development through the proprietary Total Village Management (TVM) model; TVM is based on strong business principles adapted to the rural setting, community ownership and grassroots entrepreneurship; eventual goals being meeting and surpassing the Eight Millennium Development Goals (MDGs) in its area of operations. The fundamental edifice of TVM is igniting initiatives at the grassroots through Public-Private-People's Partnerships (P4) for sustainable rural development. The essential feature of TVM is creating ownership among community and synergising the best principals of corporate with the local indigenous knowledge of the community.

The Eight Pillars of TVM – Natural Resources Management; Health, Nutrition & Sanitation; Education; Renewable Energy; Livelihood; Women's Empowerment; Capacity Building; Resource Mobilisation; Infrastructure Development – work together in a convergent manner and are well tied to the local governance structure and communities to ensure smooth implementation and long-term sustainability.

- **Financials**

Not available

- **Economic sustainability/Revenue Model**

KGVK is working towards integrated sustainable development in rural areas Jharkhand through convergent efforts of the Government, Corporate bodies, NGOs, scientific Institutes and beneficiaries since 1972. This is part of the CSR activities of Usha Martin Limited.

- **Implementer Contact Persons**

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- **Sources and References**

- Company Website
- Corporate sector involvement in Sanitation by Confederation of Indian Industry (CII), 2013