



VIDIYAL Centre for Social Interaction
Strengthening the Rural Economy since 1986
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1. Introduction :

VIDIYAL is a Not for Profit organization working since 1986 to promote Agriculture and Women development in the Bodinayakannur, Chinnamanur, and Uthamapalayam blocks of Theni District, Tamil Nadu, India. VIDIYAL is organizing the people for collective action through sustainable, community-based Self-Help Groups (SHGs), Joint Liability Groups (JLGs), Farmer Producers Companies (FPC) facilitate access to development programs and skill workshops, lobby and advocate for the rights of rural communities, and coordinate with local NGOs, Banks, Institutions, and Governments. VIDIYAL leverages the potential of technology to provide life-long learning opportunities for rural community members.

2. VIDIVELLI, the Federation of Women Self-Help Groups (SHGs) - Instrumental

VIDIYAL has been promoting women's SHGs since 1996. VIDIYAL encourages rural women to organize themselves around savings and self-help groups (SHGs) to improve their decision-making power and enable them to create their own development strategies for addressing their socio-economic challenges. The SHGs came together as a federation called VIDIVELLI. It strengthens self-help groups and a micro-finance movement among more than four thousand women in 25 villages. Since 2014 Joint Liability Groups (JLGs) were also promoted and JLGs are federated as VANAVIL.

The Federations provide guidance and counseling to ensure the success of the SHGs, and JLGs. To strengthen their activities providing the continuous support and liaisioning with banks, government departments, community-based organizations, NGOs and other institutions. The Federations encourage education among female children, campaign against the negligence of female children, encourage social security schemes, disseminate information to conserve natural resources, facilitate the growth of

women's Social-enterprises, manage fair price shops, offer community water purification services, and provide guidance and counseling to address women's issues, etc.

3. VIDIYAL's Activities:

a. Life-Long Learning for Farmers (L3F) - Innovation

VIDIYAL and Commonwealth of learning(COL) Canada implementing an L3F initiatives since 2007. The L3F project is to define a new pathway in project and programme management. **The vision of the project is to evolve a self-replicating and self-sustaining programme in Lifelong Long Learning among Rural community using modern ICT.** The project thus becomes a testing ground for an innovative idea, in which various stakeholders in order to meet their own agenda, come together and participate in the initiatives. One of the important partners in such an initiative could be the banking sector. The banking sector in the developing world is looking for strengthening the rural credit established a cooperative network amongst various agricultural and veterinary universities in India to provide women with the knowledge and business skills necessary for goat-rearing and cow-rearing micro-enterprises. Learning was conducted through voicemails sent to mobile phones. This program was incredibly successful. The women improved the productivity of their enterprises through better understanding of breed selection, feed, health management, and animal care. The women are now less dependent on external support because they are able to use their increased knowledge to create self-sustaining social enterprises.

VIDIYAL is also up scaling the experience and learning of L3F with 15 NGO partners in Theni District. With Different Stakeholders adopting the "WIN – WIN" framework to make learning for sustainable development and focus its efforts on building models. It developed some innovative models using a range of approaches and technologies to bring the sustainable development through L3F which will enhance livelihoods and lead to the empowerment of the farmers. Learning can empower citizens to take greater responsibility for their own well-being and that of their societies and the environment



L3F Capacity Building training to NGO Leaders

Open Distance learning (ODL) system has the potential to bring education to anyone anywhere at any time in a stress free learning environment. Because of its learner friendly features and flexibilities, its relevance in the present circumstances has been recognized by a large section of society. ODL is a strategic move to open the doors of education and skill improvement to **anyone** who wants to improve

him/herself to a better quality of life. There are no restrictions. The proposed project is directly relevant to India's development priorities.

The ICT based delivery systems has huge potential to promote self directed learning, technology mediated lifelong learning of farmers, such as Voice mails, Web based and Video conferencing, VCD and print based learning methods. ODL for rural farmers creates an opportunity to provide increased and equitable access to update knowledge and necessary skill building. Mobile



L3F Credit based training to Women SHGs

technology based learning have better capability in terms of technology support and human capacity, showed greater

availability, consistency in the provision of learner support. In terms of cost it is obvious mobile phones are relatively cheap compared with other ICT based devices used for open and distance learning, the low cost involved in the method provided more scope for sustainability and scalability.

No. Of Farmers Linked for credit under L3F

Srl.No	Year	Bank	VIDIVELLI		VANAVIL		Tni GFPCL		Total
			SHG	Federation	JLG	Federation	Aaharam	FPC	
1	2007	265	320	50	0	0	0	0	635
2	2008	1506	311	69	0	0	0	0	1886
3	2009	1338	624	68	0	0	0	0	2030
4	2010	1204	1335	140	0	0	0	0	2679
5	2011	860	1187	109	0	0	0	0	2156
6	2012	1281	3643	1635	0	0	0	0	6559
7	2013	3516	3822	1722	0	0	30	0	9090
8	2014	1414	3676	209	0	0	52	0	5351
9	2015	484	1920	73	21	0	36	0	2534
10	2016	321	1092	108	75	49	24	20	1689
11	2017	3015	1212	115	93	60	0	125	4620
Total		15204	19142	4298	189	109	142	145	39229

The Details of ODLs developed and provided for learning are:

S.No	Organization	Titles	No of ODLs in Multimedia	Contents developed for Voice mails
1	Commonwealth of Learning	Goat	8	1706
		Milch Animal	11	1746
		Fodder	8	1667
		Agriculture	9	
		L3F	7	427
		FPO	30	
		Goat FPO	6	
2	ICTD	VKC	2	76
		Micro Enterprises	6	
		Legal	11	566
		Health	2	788
3	Seed Production	Seed Production Technology	9	54
		Farmers Experience Sharing	9	54
		General	4	750
4	Mobile For Good	FPO	21	203
Total			143	8037

b. Formation and Registration of Theni District Goat Farmers Producer Company with the 1050 women goat rearers as shareholders in 16.09.2015 with the support of NABARD –Strengthening Agriculture Marketing.

The movement of Producer Company was initiated with an objective of providing livelihood support and economic benefits to small and marginal, and to encourage their participation in emerging high-value markets with prime focus on exports and the unfolding modern retail sector in India. A Farmers' producer company can be seen as a hybrid

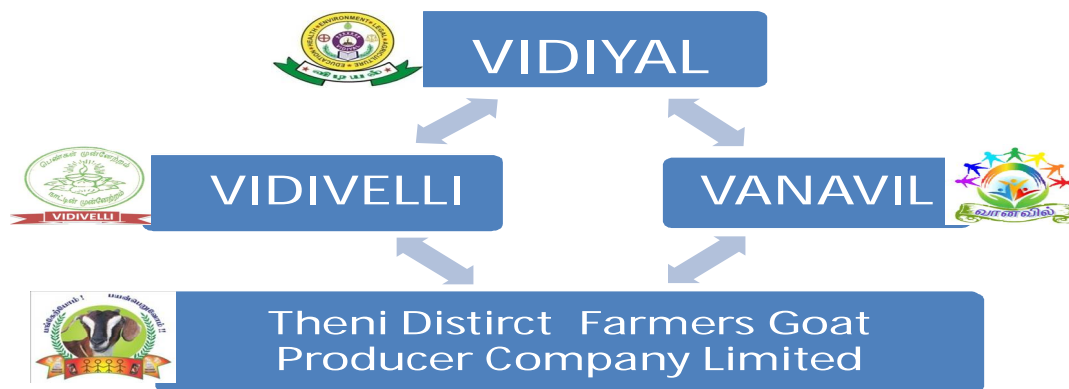


FPC Exposure at Nagapattinam

between private companies and cooperative societies. The producer-company concept is aimed to combine the efficiency of a company with the 'spirit' of traditional cooperatives. Producer companies aim to integrate smallholders into modern supply networks minimizing transaction and coordination costs, while benefiting from economies of scale. They are run and owned by farmers, financially facilitated by the government or donor agencies, and managed by professionals. The concept of producer companies is still in its infancy in the agricultural sector and slowly capturing attention of farmers in India.

THENI DISTRICT FARMERS GOAT PRODUCER COMPANY LIMITED was registered. There are 1050 shareholders purchased 100 shares worth of Rs.1000/- each share cost Rs.10/- The uniqueness of the FPO is 1117 are women and 33 are men shareholders. With the able guidance of Vidiyal, the FPO has got the support of Rs.9,97,500/- Lakhs as their Equity Grant from Small Farmers Agribusiness Consortium (SFAC), promoted for the welfare of the Farmers by The Ministry of Agriculture, Govt. of India. The shareholders are provided two share certificates worth of 1950/- For their actual share for Rs.1000 and out of SFAC Equity Grant provided share certificate for Rs.950/-. Each member are involved in the FPC's Business transactions.

Organization Structure



C. Mobile for Good (M4G) :

VODAFONE FOUNDATION AND NASSCOM FOUNDATION ANNOUNCE VIDIYAL AS ONE OF THE FIVE WINNERS FOR 'MOBILE FOR GOOD AWARDS 2015'.

India has nearly 90 million farm households. More than 80 per cent of these farmers operate on a small or marginal scale, farming less than two hectares of land. Most of these small and marginal farmers fall below the poverty line. In order to reduce the overall poverty in India, it is important to

enhance the incomes of small and marginal farmers and landless laborers. One way to do that is to provide credit-plus learning so they can get access to yield-enhancing inputs. But investments in inputs alone will not raise farmers' income. Agricultural and livestock development services are also crucial to give farmers knowledge of improved practices and strengthen their links to markets along with higher bargaining power. This requires education and training as well.

VIDIYAL has got the Mobile for Good Awarded Rs.120000/- for the year 2016 which was jointly funded by NASSCOM and Vodafone Foundation. Here we are using the talking tool Mobile as a learning tool to promote farmers Producer Company is for the promotion of Farmers. Both Men and women were considered as Producers. It is a registered body, and a legal entity. Producers are shareholders in the organization. It works for the benefit of the member producers with the intention of sharing their Portions of profit are shared amongst the producers and the balance goes to the share capital or reserves.

The goal of the project is To organize Farmers as Farmer Producer Companies (FPCs) and To enhance knowledge empowerment in managing a Farmers Producer Company, through Mobile from January 2016 to December 2016.

VIDIYAL uses the talking tool "Mobile" as a Learning tool for open and distance learning method for Life Long Learning of rural poor and poorest to improve the livelihoods. Most of the ICT4D programmes tend to focus on generic content. In the Lifelong Learning for Farmers project, the emphasis is on "need based" locally relevant and authenticated content.

Problems the Farmers are facing:

- Investment on Agriculture is Less and Less.
- Extension Officer is 1: 2000 ratios
- Face to Face training involves time and cost.
- More and More Challenges due to Globalization.
- Farmer is not a Consumer of Information.
- Inadequate information flow & Knowledge management.
- Limited scope to transform food production into poverty reduction.

- Approach is supply driven not demand driven of the Farmers.
- Farmers are treated as a learner not as a Partner.
- No emphasis on self- sustaining and self directed learning
- Prevailing high financial illiteracy



Learning through Mobile Phone

- Bankers NPA is high
- High transaction costs to obtain support of credit.
- Not involving the stakeholders for the rural development.

Mobile based ICT could solve their problems:

- A System of providing learning through ICT based ODLs will strengthen the capacity of organized farming Community to promote their knowledge and economic empowerment.
- Participation of various stakeholders with a framework of “win-win situation” to meet their own agenda, come together and participate in the initiatives .

Activities	First Quarter (Jan - June)		Second Quarter (July - DEC)		Result
	Planned	Achieved	Planned	Achieved	
1.Organizing Focus group discussion and trainings on Producer Company					
a. 18 Focus group discussion and trainings on FPC	18	18	0	7	25
b.2000 Farmers realized the importance of FPC	2000	1083	-	933	2140
c. Formation of 100 FIG	100	0	-	70	70
d. 10 FPC Review meetings	4	2	6	10	12
e. Preparation of 150 Corporate Literacy on FPC	110	110	40	63	173
2. Facilitation 9 meetings with secondary stakeholders	5	8	4	8	16
3. Development of 13 ODLs on FPC	8	6	5	15	21
4. Providing mobile based voice mails on FPC to 2000 farmers	1200	754	800	1356	2110

Results :

- Capacity on the lively hood activities are strengthened through ODLs.
- Sprit of Cooperative system developed

- Skills are developed to bargaining with the marketing agencies to sell their produce.
- Empowerment in their Knowledge and economic will motivate other farmers to join in the system of learning.

D. Entrepreneur Development Program (EDP) :

Entrepreneur in this way get an opportunity to lead an independent and honorable life and at the same time they enable others in getting gainful employment. An entrepreneur acts as a catalytic agent for change which results in chain reaction. With the setting up of an enterprise the process of industrialization is set in motion. The success of one entrepreneur sets the right type of example for others to follow. Entrepreneurs, thus, create an environment of enthusiasm and convey a sense of purpose. This gives future impetus to the overall development of that area. This enable them to ensure easy availability of better quality products at lower prices to the consumers which result in the improvement in the standard of living of the people. EDPs provide the necessary support to entrepreneurs by educating them about the latest innovations and market trends.



Business Management training

With the support of German Indian Society and its Team leader Mrs.Margret Wyndorps VIDIYAL since 1995 promoting women empowerment programs. With this VIDIYAL conducted the EDP for women on Microenterprises activities on simple Chemical preparation, Mushroom cultivation, Goat and Sheep rearing, Milch animal, etc. Nearly 200 women are got benefitted through this program.

4. Other major Activities of Vidiyal :

a. ICT in Women Conciliation Centre: Strengthening e- governance to Life Long Learning Project – ICT Adaptation

The farming is getting the benefits due to the project activities through mobile phones and Village knowledge Centres (VKC's). The VKCs played the intermediary role to help the women to get support services and guidance through different experts. VIDIYAL promotes self-directed learning and strengthen the horizontal transfer of knowledge through structured mobile phone conversations among women, and help rural women identify their eligibility in various development programs of the state and central government in the name of ICLIS (Indian Citizens Eligibility Systems).

b.T. Meenatchipuram Watershed Development Program and Creation of the Village Watershed Committee - Scheme Convergence

With the support of National Agricultural Bank for Rural Development (NABARD) initiated establishing water conservation structures and for the project implementation in 1000 hectares of lands. Land development, water conservation measures, livelihood supports are carried out through Village Watershed Committee (VWC) with farmers, landless peasants, women, and other stakeholders for the sustainability of development activities, and to improve water conservation. The VWC enables rural communities to develop their skills for greater social and economic empowerment and access to credit from local banks.

c. Open and Distance Learning to Promote Seed Production Technology – ICT in Extension Management.

With the support of the Canadian International Development Agency (CIDA), the University of Guelph, and the Tamil Nadu Agricultural University(TNAU), implemented "**Open and Distance Learning for Seed Production Technology**" to improve the seed-production technologies and building the capacities of 2,000 farmers to enhance their livelihoods, reduce poverty, and provide a better quality of life conducted field demonstration plots and train other farmers in the seed production of local staples with expert supervision, ODLs such as voice message, print and multimedia training materials for the participants.

d. Community Drinking Water Purification Plant

A self-sustaining community drinking water purification plant was began in 2008 at the VIDIYAL office campus. It is managed by the self-help group enterprises. It is successfully being run with the support of the members of VIDIVELLI and the general public in the surrounding villages. 5000 liters of water are supplied to members each day. The provision of clean drinking water has reduced health problems, relieved women of some of the burden of fetching clean water, and given women more time to devote to other activities.

e. National Environmental Awareness Campaign on Climate Change

Since 1996 VIDIYAL has been organizing the National Environmental Awareness Campaign (NEAC) with the support of The Ministry of Environment and Forest, Government of India through the CPR Foundation and the Chennai Peace Trust. This year we conducted the Awareness Campaign to the Farmers, Youth, School children. The activities of promoting Kitchen Gardening, Making compost from

the Waste, tree plantation activities, etc. Nearly 200 Farmers and 500 School Children took participation in the program.

d. Women Legal Conciliation and Mediation Centre :

VIDIYAL helped establish, and continues to maintain, a legal guidance and counseling centre. The Women Guidance and counseling Centre was initially established with the High Court of Chennai in 1997. The Munisiff-cum-Magistrate assigns an advocate to the centre. Every Saturday, a lawyer from the local court comes to VIDIYAL to help people with their legal problems, and to assist them in filing a case if necessary. VIDIYAL has also helped set up paralegal counseling centers through Tamil Nadu, where local women are trained by local courts as paralegals who can provide advice to their communities. VIDIYAL has also assisted in the establishment of Women Police Stations, to encourage women to report cases of domestic violence and sexual assault.

f. Community Health

VIDIYAL promotes community health initiatives through campaigns on HIV/AIDS awareness, anemia awareness, and maternal and child health awareness. They conduct workshops in schools to educate young boys and girls on proper nutrition, hygiene, health management, and disease prevention. Yoga and naturopathy workshops were conducted for youth and rural women to promote healthy living.

g. Youth Welfare: Vocational Skill Development

Since 1991, VIDIYAL has given vocational skill development training to adolescent girls and boys to improve their self-employment opportunities. These need-based skills training sessions are provided for a variety of trades.

5. Honors and Awards

- **The Manthan Award was given to VIDIYAL on December 3, 2011.**
- **VIDIYAL received third place for the year 2012 for the ICT based activities in WIN awards.**
- **VIDIYAL also received the MBillionth Award for its Life-Long learning for Farmers (L3F) initiatives.**
- **Received Common Nexus Award from Commonwealth Country Head in June 2013.**
- **ICT Led Social Innovation by a Non Profit Organization VIDIYAL, Theni Dt. Tamilnadu Won the NSIF Award for the year 2015 from NASSCOM.**
- **VODAFONE FOUNDATION AND NASSCOM FOUNDATION ANNOUNCE VIDIYAL AS ONE OF THE FIVE WINNERS FOR 'MOBILE FOR GOOD AWARDS 2015'.**

6. Supporters

VIDIYAL would like to express heartfelt gratitude for the contributions provided by the supporters. VIDIYAL looks forward to welcoming the same level of support in future years.

FUNDING SUPPORTERS	Networkers, CO-NGOs and CBOs	TECHNICAL SUPPORTERS
<p><u>GOVERNMENT</u> NABARD, Chennai ICTD, GOI, New Delhi NISG, Hyderabad TNAU, Coimbatore Ministry of Environment and Forest, Govt. of India, New Delhi</p> <p><u>NGO</u> <u>Anarde Foundation, Gujarat</u> PEACE Trust, Dindigul TNVHA, Chennai DEEPS, Dharmapuri</p> <p><u>FOREIGN</u> Commonwealth of Learning, Canada Melania Foundation, The Netherlands UNDP, India Office, New Delhi. CIDA, Canada through Guelph University, Canada Mrs. Margaret Wyndorps of German Indian Society Ms. Jade Chong Smith, Canada.</p> <p>Corporate NASSCOM and Vodafone Foundation.</p>	<p>VANI, New Delhi, CNRI, New Delhi, TNVHA, Chennai. VIDIVELLI women SHG Federation, Rasingapuram NASSCOM Foundation MISSOIN 2007. CANG Network CAG, Chennai. IFFCO, Madurai. TNAU, Coimbatore TANUVAS, Chennai RSETI, Theni. FLCC, Theni, IOB, Theni, ICICI, Madurai. CCD, Madurai</p>	<p>Arul Anandar College, Karumathur, Madurai district IIT, Chennai IFFCO – AIRTEL, Chennai. MSSRF, Chennai. IKSL, New Delhi NIBM, Pune. ICRISAT, Hyderabad. MVaayoo, Hyderabad.</p>

VIDIYAL 's Events at a Glance in 2016-17

DATE	PROGRAM	STAKEHOLDERS
12.04.2016	Weather Workshop for the farmers	Dr.Balasubramnaian, TNAU, Mr.Deveraj, MSSRF
19.05.2016	COL – L3F Planning meeting	Dr.Thamizoli, Consultant, COL
30.05.2016	Theni District Farmers Goat Producer Company – AGM	NABARD, SFAC, Terramera, Maharastra women development Corporation officials, etc.
10.06.2016	Workshop on Community Radio	Dr.Sreedhar, CEMCA, New DELHI
23.06.2016	Meeting with Terramera, ICICI,IKSL	Dr.Maxwell. – Terramera, Mr.Vijayan- ICICI , Mr.Kannan - IKSL
02.07.2016	VIDIYAL AGM	VIDIYAL SOCIETY Members
13.07.2016	ICICI	Mr.Sivakumar and Team, Sankarapuram
14.07.2016	TERRAMERA & VIDIYAL Agreement sign	Mr.Babu, Mr.Jayadev, Mr.Maxwell
20.07.2016	FIG-Review meeting	18 Village Representatives, ICICI Bank, Partner NGOs
4,5.08.2016	M4G Evaluation	Mr.Somesh with FPC Directors, Vidivelli Reprrepresentatives, Farmers and Staff
27.08.2016	Organized training to TniGFPCL Directors and Committee members	Directors, Committee members and Staff
31.08.2016	Evaluation of TniGFPCL for SFAC –Equity Grant	Mr.Ammaiappan, Rep. Of SFAC, FPC Directors, Vidivelli Representatives and Staff
13.09.2016	Social Media training	Mr.Vivek, AAC, Madurai with Vidiyal Staff
05.10.2016	TniGFPCL Committee members training	Committee members and Vidivelli staff
05.11.2016	TniGFPCL Committee members meeting	Mr.Babu, Mr.Maxwell, Mr.Jun Sicon and Directors, Committee members and Staff
22.11.2016	Conducting TniGFPCL Value Chain Analysis	Mr.James, Ms.Aishwarya, IIT, Chennai with FPC Directors and Vidiyal, Vidivelli Staff
05.12.2016	TniGFPCL Committee Members meeting	Mr.Lovis Dass, Kadalur FPC Directors with Directors Vidivelli Representatives and Staff
10.12.2016	COL L3F Evaluation	Dr.K.Balasubramanian, Vice President, Commonwealth of Learning, Canada
17.12.2016	Neem seed Orientation by TERRAMERRA Company	Mr.Jegadev Panda from Orissa.
05.01.2016	TniGFPCL Committee members training	Committee members and Vidivelli staff
16.01.2017	TniGFPCL Up scaling of Voice mail and support to get SFAC Equity Grant	Mr.Pandian, SEEDS NGO, Mr.Venkatesan, CEO, MMTMEP PC, Madurai

17.01.2017	Milch Animal Health Camp at Silamalai	Dept. Of Animal Husbandry, TANUVAS, IKSL, Chennai, TniGFPCL
18.01.2017	Milch Animal Health Camp at Sillamarathupatti	Dept. Of Animal Husbandry, TANUVAS, IKSL, Chennai, TniGFPCL
05.02.2017	Orientation on Vestige Supplement Food Products	Mr.Suresh and Mr.Maideen with FPC Directors, Committee members
20.02.2017	Setting up e-Bazaar by IFFCO	Mr.Balaji,Dist. Coordinator, IFFCO
23.02.2017	TniGFPCL Business Plan orientation Meeting	Mr.Kumaresan, CCD and FPC Directors, Vidivelli Representatives and Staff
28.02.2017	Workshop on FPC to L3F NGO partners	Mr.Alagu Nagendran, Agri DD Marketing, CCD, Madurai, L3F NGO partners
15.03.2017	Workshop on SFAC Equity Grant and ROC Compliance	Mr.Pavankumar, Company Secretary and FPOs from 5 District
27.03.2017	Formation of Theni District Level FPO Consortium	District Level CEOs, Chairman, Directors of FPO