AnandGram
(Concept and Pilot Scope)

Project – Title:

AnandGram is an innovative 'Village Community Collaboration' initiative of VK-OSP to strengthen and scale the integral village development activities.

Project – Purpose (Problem and the intended Solution):

'**Vikashit Bharat**' by 2047 is a vision that is aspirational and motivate all of us with a singular focus to strategize, operationalize, and analyze our programs and implementations. One aspect of strategy is to look at each village as a unit, articulate what '**vikashit**' means for that village considering its geographical, cultural, and demographical advantages and constraints.

It is noteworthy that both central and state governments run many social and developmental programs for the benefit of all citizens and with focus to see the benefits reach the grassroot by putting through the right structure and governance. However, there is an inadequacy of overall progress in many districts and especially, the progress is insignificant in many remote areas. One of the key aspects is the lack of structured awareness and functional knowledge among the community to avail programs for the integral benefit of their villages. This requires thoughtful planning and execution of a **holistic and integrated education program** for the village community to maximize the benefits from available programs for the sustained growth of the village.

Project – Objective:

1. Building the grassroot – the children
   - School supportive education to children and preparing them to become the ideal citizens of future
2. Energizing the youths
   - Career counselling, guidance, and facilitation for skill-based learning for village youths
3. Assuring primary healthcare to all
   - Providing primary healthcare needs at the door steps through mobile medical van and online medical consultation
4. Maturing the economic, social, cultural, and environmental value system of the community
   - Digital and Functional Literacy
   - Study and document the community traditions and traditional cultural expressions. Support the community in promoting and perfecting the traditional practices
   - Work for the all-round development of the village leading to sustainable living – economically stable, safe, clean, individual and community level integrity, and community leadership with empathy

Project – Key Activities:

1. Early Childhood Care and Development (ECCD)

   - Regular learning for children through play ways (as per NEP NCF for Foundational Stage) to develop awareness and capability related to reasoning skills; normative skills, craftmanship, healthy habits for day-to-day living, playing team games for physical fitness and developing team spirit; and knowing the culture and cultural roots.

   - Monthly camps with parents to exchange thoughts on ECCD, creating environment for the children at home for their holistic development, understanding and utilizing government and other supports related to ECCD.

   Success Indicators:

   - All village children go to school
   - No school dropouts
   - No child death/critical illness due to malnutrition
   - All village children perform study well and participate in other curricular activities

2. Developing Digital and Functional Literacy for All (day-to-day usage/utility)

   - Basic knowledge on searching for textual/audio/video information, key information sources, and reach out options to resolve queries and issues
   - Functional knowledge on healthcare, financial services, and livelihood products
   - Digital literacy, functional transactions through digital means, and avoiding digital frauds
   - Knowledge on available initiatives/schemes by the government/other organisations that addresses livelihood needs
   - Utility and usage of Mobile Healthcare Services

   Success Indicators:

   - Increase in availing government schemes – economic return
   - Better management of livelihood products – production, consumption, quality, and economic aspects
   - Decrease in critical illness
   - Elimination of digital frauds

3. Career Planning and Family welfare for Village Youths

   - Development of soft skills (positivity, can-do-it attitude, empathy, integrity, service-orientation); skilling options and profiling skill fitness; and learning on raising family

   Success Indicators:

   - All village youths are employed / self-employed and 'being human'

4. Preserving / Promoting Traditions and Dissemination of Knowledge / Information

   - Field study on the traditions, traditional knowledge, and traditional cultural expressions (TCEs) of the village communities
   - Documentation based on the field study and the published artefacts

- Knowledge dissemination through community workshops and demonstration of traditions / TCEs
- Information sharing with clarity on the support available from government and other organisations related to livelihood needs and skills development

Success Indicators:

- Social visibility of the community
- Improvement on healthy living
- Improved economic conditions of the village community

Project – Key Results:

1. All village children go to school
2. No school dropouts
3. No child death/ critical illness due to malnutrition
4. All village children perform study well and participate in other curricular activities
5. Better management of livelihood products – production, consumption, and quality, and economic aspects
6. Decrease in critical illness
7. Elimination of digital frauds
8. All village youths are employed / self-employed and 'being human'
9. Enhancement of Social-cultural visibility
10. Improvement in the overall economic condition of the village community

    - Availing the support schemes of the government and other organisations and its correct / effective usage
    - Higher economic return from livelihood products produced by the community
    - Better socio-economic returns of traditional cultural expressions (TCEs)
    - Each village family to be above the poverty line

The above key results will have the following **long- term outcome**.

A. Each child's performance in study and curricular activities are noteworthy
B. All children have excellent conduct both at home and at school
C. All village youths are employed / self - employed
D. All village youths are the pillars for the village community and work towards environment aligned developmental work
E. Villagers regularly performs safe digital transactions
F. Village community is known for healthy living
G. Villagers produce more livelihood products and their consumption patterns are as per the recommended government standards
H. Village community proudly conducts traditions and cultural events

To steadily deliver the long-term outcome, the key results need to be tracked relentlessly through a set of **output, outcome, and the resulting impact** on village community.

Output	Outcome	Impact
• Children are keen to go to school • Village community understands and appreciates children's value-based learning • Village community learns digital and functional skills with interest • Village community has clarity on production / consumption of livelihood products • Village community practices more healthy habits • Village community knows and practices safe digital transactions • Village youths are more positives about their life and livelihood • Village community is proud of and promote the cultural traditions • Village community focuses on inclusive financial well-being • Village community has clarity and unbiased understanding of government schemes	➢ Children regularly attend school ➢ No student drop outs from Primary School ➢ Village youths go through vocation skills / life-lessons (as per their interest / need) ➢ Villagers are digitally and functionally literate. ➢ Villagers have healthy living and healthy livelihood ➢ Villagers practice and promote their traditions and traditional cultural expressions.	✓ Each child's performance in study and curricular activities are noteworthy ✓ All children have excellent conduct at home/ school ✓ All village youths are employed / self - employed ✓ All village youths are the pillars for the village community and engaged in environment-aligned developmental work ✓ Villagers regularly performs safe digital transactions ✓ Village community known for healthy living ✓ Villagers produce more livelihood products and their consumption patterns are as per the recommended government standards ✓ Village community proudly conducts traditions and cultural events

Project – Field Locations:

Odisha is a diverse state with few pockets of growth. According to the Census of India 2011, the population of Odisha is about 42 million with an uneven geographic distribution. The state also has the largest population proportion of tribals in the country - The scheduled tribe population is 9.6 million (22.9%) and the scheduled caste population is 7.2 million (17.2%).

The youth population in Odisha is nearly 34% (age group 15–34) with a weak socio-economic statistic. The unemployment rate for this age group is 6.8% (India: 5.8%), while the underemployment rate is higher at 10.8% (India: 5.9%). Only 6.6% of the youth have diploma, graduate, or postgraduate certificates; 57.5% have education just up to grade 10; less than 10.0% have any kind of vocational training or higher education. Youth having received or receiving formal vocational training in Odisha is 1.8% (2.5% for men and 1.1% for women); lower than the India average of 3.7%.

The districts/panchayats shortlisted in the table have further weaker socio-economic strata and therefore the intent is to do an immersive socially-aligned interventions to bring the villages into an integrated growth path and motivate other villages to adopt these principles. (*Reference: Odisha Skill Development Project (RRP IND 46462-003)*)

State	District	Panchayat	Village	Any Experience?
Odisha	Kendujhar	4	15	Running Anandalaya; Community Interaction
Odisha	Sambalpur	4	15	Running Anandalaya; Community Interaction
Odisha	Bargarh	3	15	Running Anandalaya; Community Interaction
Odisha	Rayagada	2	05	Running Anandalaya; Community Interaction

Project – Beneficiary Profile:

The project locations are the remote/tribal villages of Odisha. The following table provides a demographic profile of the villages selected (Not excerpted from any government published report. The quoted number represents the value based on the interaction with village community).

Category	Projected Numbers (Female, Male, Total)			% of population passed Class 10th
Children (< 16)	1250	1250	2500	0% (dropouts/still in the school)
Youths (16 – 35)	1250	1250	2500	25%
Adults (> 35)	2500	2500	5000	10%
All	**5000**	**5000**	**5000**	**15%**

Project – Partnership:

VK-AICYAM (Vivekananda Kendra – Academy for Indian Culture, Yoga, and Management):

- Develop learning content and impart Anandalaya Acharya training
- Conduct career guidance and training for youths
- Study and document of traditions / cultural expressions and impart Samaj Prabodhak training

SCSTRTI (Scheduled Castes and Scheduled Tribes Research & Training Institute), Odisha:

- Knowledge partner to share the existing physical/digital documentation
- Study areas for further investigation and documentation

Project – Past Experience & Learning:

1. Running Anandalaya in these villages with the objective:
   - To provide holistic education to the children covering the four pillars - Shiksha, Samskara, Swasthya, and Swabhiman
   - To consistently develop patriotic feelings among the children
   - To create education supportive atmosphere / health awareness among the villagers
2. The ground level connects and goodwill with the villagers will help in having a jumpstart to the Anand Gram initiative. Many youths from these villages have gone through career guidance and 'Samaj Prabodhak' training. The learning on varied responsiveness of village community will help in operationalising the Anand Gram project.

Project – Functional Expertise and Technology Leverage:

VK-AICYAM members will provide training and mentoring on Leadership (Functional/Social/Cultural), Yoga, and Management (Growth/ Ethics/ Governance). The members are retired/existing Professors / Researchers / Financial Services Executives / Other Corporate Leaders with wider functional expertise. VK-AICYAM will continuously lookout to strengthen its membership with professionals to provide functional expertise for the AnandGram project.

We plan to manage the Anand Gram project by establishing a digital platform for

- Learning of digital and functional literacy
- Learning objects and lesson planning for children
- Career counselling for Youths
- Healthcare and Wellness consultation
- Documentation of traditional cultural expressions
- Monitoring of the implementation of the AnandGram project
- Dashboards and reports publication for stakeholders

The VK-OSP in collaboration with VK-AICYAM has partially developed the scope of platform to run the current Anandalaya Project. Many members of VK-AICYAM are competent professionals and agreed to guide/review the development of the digital platform for AnandGram. The development of the platform will be done by the student interns. Some funds will be spent in procuring HW / SW.

Project – Risk Analysis and Mitigation Plan:

Risk	Mitigation	Assumptions
Raising Funds through Institutional Sponsorship	Meeting with the Institution's Decision-Makers and explaining / convincing them on social / cultural / economic value creation through AnandGram project.	Confidence on succeeding in convincing institutional leadership
Getting the adequate buy-in of the village community	Village community relationship exists due to the current Anandalaya project.	Villages currently running Anandalaya are the priority target for AnandGram.
Getting the support and goodwill from the local government institutions	Interaction and regular updates with both state ministry and local government officials.	Regular interaction will lead to collaboration and support mindset.

Project – Inclusivity and Sustainability:

The key objective of AnandGram project is the inclusive development of the village community by the village community through a structured learning intervention for children, youths, and adults. The learning intervention covers multiple functional areas with a focus to improve the daily livelihood and enhance economic and social returns without having any social and economic biases.

On sustainability, the project expects the village community to develop the capability and mindset to take ownership of this program after four years to drive the newer aspects of education and learning for perpetual enhancement of social and economic returns. The project plan incorporates the activities related to transitioning at the beginning of the fourth year of the project.

Project – Budget Estimation:

Budget Head	Major Donor (in Lakhs)	Other donors (in Lakhs)	Total Amount (in Lakhs)	% of Full Budget
Project Activities	125	75	200	25%
Project Salary	250	150	400	50%
Project Support (Admin, Infra, Tech, and Governance)	125	75	200	25%
Total	**500**	**300**	**800**	**100%**

The distribution of expenses will be nearly equal over the years with a relatively higher spending on Infra / Tech during the first year and cost of project activities / salary becoming more during the third and fourth year (to adjust inflation).

Project – Gantt Chart:

Activities	Year 01				Year 02				Year 03				Year 04			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Anandalaya	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
ECCD Camp	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Info Access	▓	▓	▓		▓	▓	▓		▓	▓	▓		▓	▓	▓	
Literacy (F)		▓	▓	▓		▓	▓	▓		▓	▓	▓		▓	▓	▓
Literacy (D)	▓	▓	▓	▓	▓	▓	▓		▓	▓	▓	▓	▓	▓	▓	▓
Schemes	▓		▓	▓	▓		▓	▓	▓		▓	▓	▓		▓	▓
Healthcare	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Guidance	▓		▓	▓	▓		▓	▓	▓		▓	▓	▓		▓	▓
Soft Skill	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Field Study	▓	▓	▓		▓	▓	▓		▓	▓	▓		▓	▓	▓	
Documentation		▓	▓	▓		▓	▓	▓		▓	▓	▓		▓	▓	▓
Workshops	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓

Project – The Uniqueness and The Innovation:

- The uniqueness of the 'AnandGram' initiative is to look at each village as a unit, articulate what 'vikashit' means for that village considering its geographical, cultural, and demographical advantages and constraints.
- Making our nation a 'Vikashit Bharat' by 2047 shall be a reality if and only if the villages in the remote / tribal areas are part of this development story with a unique social positioning

that respects and promotes the traditional practices around livelihood (wellness practices, healing practices, food habits, puja-padhati, environment-aligned village development works, etc.) and traditional cultural expression (folklore, folk dance, fine arts, etc.).

- The expected innovation footprint will be along the path of discovery, documentation, development, and demonstration cycle of these traditional practices leading to return of social, cultural, and economic value.
- The intent of the AnandGram project is to develop and mature the concept and value realization at 50 villages in 8-10 clusters with support from institutional donors, patrons, and government. This will provide knowledge and impetus to other ecosystem players to adopt same or similar approaches leading to scaled transformation of villages across India. The VK-OSP (Vivekananda Kendra - Odisha Seva Prakalp) team shall be willing and open to share the field level knowledge with other agencies through training for rapid, agile, and scaled adoption.

Project – Unique position of VK-OSP to plan and execute:

- The Vivekananda Kendra Kanyakumari is present across India covering 250+ districts and 1320+ project locations. Hence, the success of an initiative in certain locations can be quickly replicated in other locations under the aegis of same governing system.
- The organisation has successfully executed more than 1000 projects in last 50 years in the areas of environment aligned development, education, healthcare, and preservation /promotion of traditions /traditional cultural expressions.
- The ethics and integrity of the organisation in planning and execution the programs/ initiatives/ projects are of the highest standards and is a benchmark in the minds of Indian citizens/ residents.
- The VK-OSP is already having the field level connect across many districts of Odisha and has a deeper connection with the village communities in most of the villages chosen for AnandGram initiative due to existing Anandalaya project (school supportive education for the children).
- The VK-AICYAM (Vivekananda Kendra - Academy for Indian Culture, Yoga, and Management) as the knowledge and training partner to VK-OSP for Anand Gram initiative has highly experienced members across functional areas. Their experience, commitment, and involvement in the AnandGram project activities shall be a key differentiator.
- The VK-OSP has already set up a five-members steering committee to guide, drive, and govern the activities and financial prudence of AnandGram initiative.
- The VK-OSP has already setup a program team with two members onboarded to drive the project with a well-defined process, system, and governance along with field level regular data collection and analysis.
  - Collecting Village and Cluster level data on monthly basis that leads to the progress and adequacy measures associated with Key Success Factors.
  - Visiting each village at least two times a year to interact with villagers to get a first-hand view of the progress, operational challenges, and developing practices.

- o Proactively reaching out Acharya, Samaj Prabodhak, subject experts, and Village Community Leaders on a regular basis to understand the needs, effectiveness of learning and awareness programs, and seeking suggestions.
- o Planning to hire Acharya and Samaj Prabodhak on need basis and conducting planned trainings for new hires and refresher trainings for existing Acharya and Samaj Prabodhak.
- o Building and maintaining a web portal to host digital contents covering Learning objects and Lesson Plans for Anandalaya, Information Materials on Digital and Functional Literacy, Information on upcoming, current, and immediate-past programs, Training schedules for Acharya and Samaj Prabodhak, quarterly public reports accessible to all visitors visiting the website, and Quarterly reports for Steering Committee Members / Institutional Donors with privileged access.