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MODEL VILLAGES AND VILLAGE ADOPTION APPROACHES IN INDIA: A VIEW AND REVIEW

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Abstract: Village adoption is nothing but the act of accepting the villages for some purpose may be for development as in this context. Many efforts of village adoption are being carried out at many levels in our country. But it is almost very difficult to develop more than 6 lakh villages in India by just adopting them. Hence we need to strengthen village adoption programs towards a Model village approach as this village adoption has to be considered as a mile stone to achieve this. Usually both the Model village and Village adoption programs are assumed as the same, sometimes they are used as synonyms but both are different. This paper attempts to visualize these two approaches critically, and provided the scope and potential of the Model village concept with unique examples. It is expected the acceleration in the progression of our country through this unique approach is possible.

Key words: Village Adoption, Village Development, Model Villages, Rural Development, Rural Migration, Rural India, Role of Extension.

Introduction: “If the village perishes India will perish too” the father of our nation Mahatma Gandhi quoted it. Ours is an agrarian society as more than half of the Indians practicing agriculture. Before the main discussion we need to know about our Indian villages. “Village defined as the settlement usually found in rural setting. It is generally larger than a hamlet and smaller than a town. Some geographers specifically defined a village is having between 500 and 2,500 inhabitants.” In India there are 6, 40,867 villages^[1] (Chandramouli, 2011). As we know that villagers make up 68.84 % of the total population of India by 2011. Almost whole agriculture lives in these villages in the last 66 years, they have contributed enormously to India's economy but still there is very less accessibility to the fruits of development to them. Rural development efforts are being continued since independence but still the condition yet to be enhanced. One of such efforts is *village adoption* may be by the Individual Rural Volunteers (IVRs), NGOs, private, public and other organizations.

“Village adoption is nothing but the act of accepting the villages for some purpose may

be for development as in this context.” This village adoption can be done by anyone who ever mentioned earlier, no legal proceedings are required as adopting a child. The individuals who ever feel to improve any village with their ideas, resources and efforts they may adopt.

Individuals may be economically sound and wish to serve the society have adopted their native village or any village of their interest. Christian missionaries like some religious organizations adopt villages to broaden their religion through various services as education, sanitation, providing drinking water facilities and others. Organizations like banks have adopted villages to expand their business through their services as SBI model village scheme to adopt village to have bank account for everyone in that adopted village. If we consider the NGOs their identity lives in the villages and their work itself is at grass root level. There is a corporate social responsibility (CSR) to most of the private organization; through this, many organizations are adopting villages. According to University Grants Commission (UGC) every university should have an extension dimension to make university advantageous to the non university

people. In this connection State Agricultural University (SAUs), KVKs, ICAR institutes are adopting villages to extend the university benefits to villagers since research, teaching and extension are the three dimensions of every University. Extension is an altruistic approach so that it is not only an arm of any organization but also a helping hand to the society. Following examples reveal the village adoption experiences through extension of the organization.

Village adoption for Farm Technology Management: The Krishi Vigyan Kendra (KVK), Banda adopted village Para Banno Begum under Block Baberu of District Banda in Bundelkhand. At adoption, this remote village was totally untouched by any farm technological interventions. The scientists of KVK first interacted with the villagers and assessed various agricultural practices, animal husbandry and horticulture in vogue. Encouraged with the enthusiasm and response of the villagers especially the youth, the first scientific farming campaign was initiated on whole village basis in jayad season of 2009. Appropriate trainings and relevant field demonstrations were conducted after the initial awareness program. Efforts made by the scientists and the cooperation extended by the villagers to the farming campaign led to 100% crop coverage in the village in *Kharif* 2010 that used to be only 20-25% earlier to its adoption. The area under double cropping was also increased from 20% to 100%

Situation before and after adoption of village (Total cultivable land 450 acres)

Particulars	Status		
	2008	2009	2010
Crop coverage in Kharif (acres)	90	140	430
<i>Paddy</i> (acres)	20	50	200
<i>Til</i> (acres)	20	50	200
<i>Moong</i> (acres)	20	10	10
<i>Vegetable</i> (acres)	2	5	25
<i>Groundnut</i> (acres)	0	5	0.2
<i>Arhar+jowar</i> (acres)	40	40	85
Rabi double cropping (acres)	50	100	345
Use of improved seeds (%)	1	25	60
Bunds for water conservation (%)	15	30	60

Tewari, 2010

Agricultural Changes after Adoption of Village

Increased *Til* cultivation: Encouraged by the success of KVK demonstrations with *Til* variety *Gujarat Til-2* giving an yield of 11 quintals / hectare and a profit of Rs 58300 / hectare, *til* cultivation which used to be taken only on 20 acre in 2008 increased to 200 acre in 2010.

Increase in Area under Paddy: Water management techniques demonstrated by the

KVK were a great hit among the farmers and there was a marked increase in irrigation through private tube-wells. Inspired by the technological management, farmers shifted to large-scale cultivation of paddy variety CSR-30 giving a yield of 26.75 quintals / hectare.

Vegetable Cultivation: By spending a sum of Rs. 10000 for cultivation of chilly and brinjal, a profit of Rs.40000 was earned by the farmers. Cultivation of brinjal alone gave a return of Rs.45000 per ha for an investment of only Rs.5000.

Social Change in the village: Faced with unprofitable farming and unemployment the villagers, mainly the youth, were migrating to cities in throngs before the village adoption program was started two years ago. The technological support provided by the KVK scientists gave a confidence and new ardor to them and they are seriously occupied in agriculture. Also, now there is an environment of diversification in agriculture.^[2]

National Dairy Research Institute (NDRI): NDRI is a deemed to be university of ICAR and is concerned with village adoption activities. It has adopted 5 villages named Kulwari, Budhakhera, Bazaidpur, Kharajpur, Ganjogarhi. The Field/Farm Technician (FFT) laboratory of Dairy Extension Division of NDRI provides a base for extension work in the adopted villages around the Karnal and keeps the record of all extension activities conducted by the division. The major activities are-(1) Upgrading the existing breeds of dairy animals, cross-breeding in cows and selective breeding in the local buffaloes through A.I. using pedigree bulls. (2) Providing necessary treatment to the animals. (3) Organization of fertility and veterinary aid campaigns. (4) Educating farmers through Kisan Sangoshti regarding scientific methods of breeding, feeding, improved management practices. (5) On campus Scientist- resource poor farmers interaction.

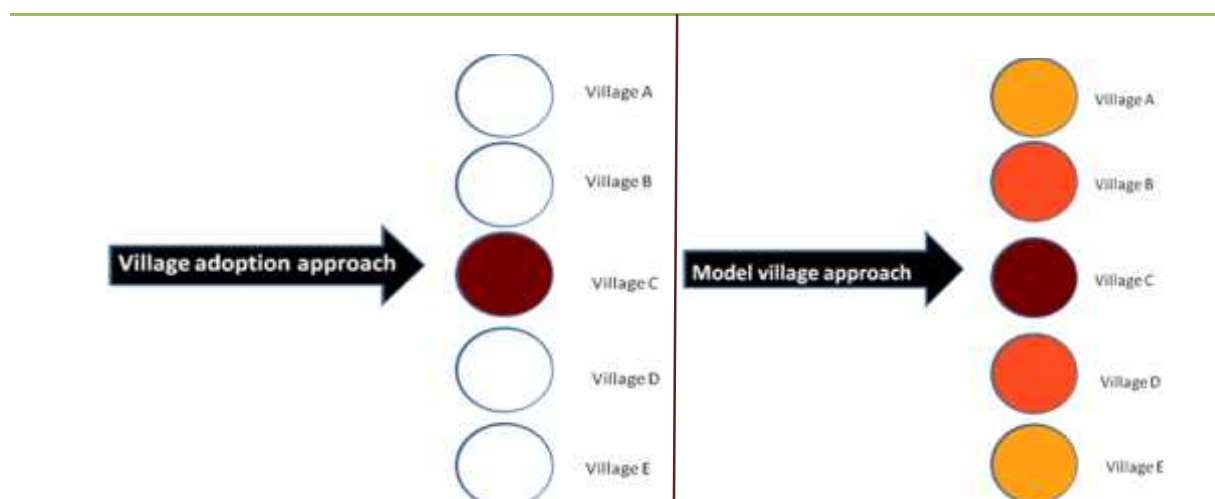
Currently 56 state agricultural universities, 5 deemed to be universities along with 641 KVKs are there in India. Almost all are conducting village adoption programs through several activities. Likewise many efforts of village adoption are being carried out at many levels in our country. But it is almost very difficult to develop more than 6 lakh villages in India *by just adopting them*. If we observe the present condition of our country there are 600 million farmers, of which 40 percent are willing to quit farming for various reasons and everyday

2358 farmers are quitting agriculture [3]. Mass migration from rural to urban areas has increased rapidly. According to census 2001 total rural to urban migrants were 10.14 Million whose residence is from 1 to 4 years in urban [4]. Mass migration is a phenomenon that is a consequence of various problems in the rural India. It is to be noted that farmers are migrating to the urban areas not because of attraction towards the urban lifestyle but because of diminishing opportunities in village life and prevailing situations threaten and denying them to continue with their livelihood practices in the villages. Due to aforesaid reasons 10.1% of rural people are unemployed [5] (Goutham, 2012). Sustaining the interest of the farmers in the agriculture as well as development of villages are the biggest challenges. *To encounter such problems and to revive the village situation our approaches also has to be revamped.* Governmental efforts at central and state level started like PURA as a vision of our former president Dr. A.P.J. Abdul Kalam, Grama Sadak Yojana, Pradhana matri aadarsha grama yojna, seed village program in Tamil Nadu, Suvarna grama yojana of Karnataka state to improve the rural infrastructure. Besides all those *we need to strengthen village adoption programs towards a Model village approach as this village adoption has to be considered as a mile stone to achieve the aim of ‘Unnat Bharat’ (Developed India), the prestigious initiative of present Government. Usually both the Model village and Village adoption programs are assumed as the same, sometimes they are used as*

but they have difference in their significant goals where the goals of village adoption has to be treated as intermediate goals of Model village concept. For a better understanding we need to understand what will be a model village.

Conceptually model village is not new. Since pre independence India this model village concept is there say Mahatma Gandhi’s “Wardha village (Sevagram)”, Rabindra Nath Tagore’s “Sriniketan” attempt and recently “Info village” model by M.S. Swaminathan research foundation and so on. *For example Anna hazare’s Ryalligaon Siddhi (Parivar) is also we can say as a model village because he created a feeling of family (parivar) among the villagers to get unity, a basement for any developmental activity in that village. Gradually he made them to adopt water harvesting methods and many developmental activities finally that village becomes self sufficient in irrigation water with a great social prosperity. People from different corners of the country are now visiting that particular village (PARIVAR) to learn from it as a model.*

“Model village is not only meant for the representation of somebody’s idea but also it is the bench mark and ideal in a position to motivate the neighboring villages to turn as like” so which is having the important attribute to extension to hold this approach. This Model village concept differ with the village adoption concept as if we adopt the village we can develop only that village, very limited beneficiaries but if we create a model village that in turn makes changes to other neighboring villages.



synonyms; due to similarity in their approaches

Fig 1: Comparison between Village adoption and Model Village Concepts.

(Note: Circles represents the series of villages and the arrows represent different approaches)

To have this situation our developmental strategy has to be strengthened in such a way to

get multiple benefits with limited manpower. So this is the time to visualize development of rural

India through agricultural and rural technologies by this model village concept. Obviously *role of extension* is very important here to work as an *implementing agency* to identify the villages, analysis of their situation, resources, providing training for various developmental aspects like Entrepreneurship, marketing, processing, educating them for usage of ICTs, collaborating various organizations may be credit, marketing and maintaining the relations etc. By developing entrepreneurship we can have a range of products from village cottage industry to the exportable village products. Here extension efforts can be maximized by coordinating other organizations and its role will be diversified because various villages are having variety of features.



Fig 2: Implementing agency coordinating stake holders in the process of model village creation

Through a range of works besides developing leadership abilities in the villagers we can create a situation where villagers will be in a position to motivate and guide the neighboring villagers.

Cases of Model Villages creation in India by different organizations

National Institute of Rural Development (NIRD) efforts in making Model Villages through Rural Technology Parks: A platform to show a large number of rural technologies for its demonstration, dissemination and adoption to benefit a larger group of people is called Rural Technology Park. According to NIRD it is sincerely envisaged that the establishment of such "Rural Technology Park" is to create tangible, concrete socio economic benefits to the villagers through *providing new technological solutions, training for capacity & skill development and support for their implementation.*^[6,7] Rural technology parks would lay emphasis on the introduction of appropriate technological inputs for improving productivity and quality of farm and nonfarm sectors, introduction of new livelihood options, skill enhancement and capacity building, better use of local resources with concurrent energy and eco management, *development of management and entrepreneurial skills*, introduction of new

and innovative technologies those have been developed by the young and rural entrepreneurs etc. It has not only attracted the attention of Indian academicians and development workers but has also attracted the attention of educational institutions of western nations. Every year a group of faculty members and students from Cornell University, USA; Banaras Hindu University, Varanasi; and some State Agriculture University of India are visiting NIRD Rural Technology Park under Experiential Learning Course of International Agriculture and Rural Development Programme to understand the rural technology.

Technologies disseminated by NIRD through Rural Technology Park

Cost effective housing	Rural Sanitation
Solar Energy Workshop	Leaf Plate & Cup Making
Hand Made Paper	Natural Dying
Vermicompost & Culture	Medicinal Plant Nursery
Bacillus Thuringensis	Trichograma
Botanical Pesticides	Viral Pesticides
Home Based Products	Tible Jewelry & Pearls Processing
Bee Keeping & Honey Processing	Hand Made Soap Making

NIRD is working as an implementing agency in creation of tangible goods through villagers by providing technical services, training them in various rural technologies and creating marketing platforms by organizing melas and exhibitions (<http://www.nird.org.in>).

SBI Apna Gaon' Program: The program envisages 100 percent financial inclusion and raising all people coming under below poverty line to above poverty line, meeting the credit requirements of all eligible rural households, promotion of self-help groups and forming of farmers clubs, and linking community services with SBI banking. Besides providing loans for agriculture activities and starting tiny industries, the bank will involve itself in community activities such as providing biogas plants and solar lamps.

It is a kind of typical example where neighboring villagers themselves get motivated to get benefits from the SBI finally wanted to turn as a model village defined by SBI.

Seed Village Program and Process of Seed Village Creation: To meet the potential challenge of catering to the food need of 1.4 billion people of our country by 2025, a quantum increase in agricultural productivity is very much essential and hence production and distribution of high quality seeds of improved varieties/hybrids to the farming community is becoming

increasingly important. In order to promote quality seeds for improving production and productivity, Tamil Nadu Agricultural University is implementing Seed Village Scheme for Development and Strengthening of Seed Infrastructure facilities for production and distribution of quality seeds through three Research Stations and 13 Krishi Vigyan Kendras of TNAU with financial support of Government of India.

Model village as a *Seed Village* is the village, wherein trained group of farmers are involved in production of seeds of various crops and cater to the needs of themselves, fellow farmers of the village and farmers of neighboring villages in appropriate time and at affordable cost is called "a seed village".

In this example we can observe that neighboring villages are getting direct benefit of quality seed from the model village (seed village) and also get seed production techniques from them as well as implementing agencies.

Concept

- Organizing seed production in cluster (or) compact area
- Replacing existing local varieties with new high yielding varieties
- Increasing the seed production to meet the local demand, timely supply and reasonable cost
- Self sufficiency and self reliance of the village
- Increasing the seed replacement rate

Features

- Seed is available at the door steps of farms at an appropriate time
- Seed availability at affordable cost even lesser than market price
- Increased confidence among the farmers about the quality because of known source of production
- Producer and consumer are mutually benefited
- Facilitates fast spread of new cultivars of different kinds

(Source: <http://www.agritech.tnau.ac.in>)

It has already been mentioned earlier that it is not a new concept but in a true sense very few are practicing. It is observed that adopting a village from the years but not reinforce it into a model village and same village is adopted by different kind of organizations located in a same

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geographical area for the name sake. These types of organizations need to understand the potential of the model village concept and they should assume their responsibility to take their action in the development. Policy makers can also visualize its potential to make as a mandatory for all organizations to prepare organization specific model village. Very recently the Ministry of Human Resource Development of Government of India initiated the UNNAT BHARAT ABHAYAN which is coordinated by IIT Delhi. In this ABHAYAN each IIT will identify 10 villages in their neighborhood and work out technologies to solve the most pressing issues of the region. Honorable Chief Minister of Andhra Pradesh has announced in December 2014 the programme of SMART Andhra Pradesh, here every public representative, NRIs, Industrialists, Film stars; Politicians have to adopt their own village for development. UNICEF will provide the guidelines to support the adoption and development programme. Prime Minister Sri Narendra Modi has also adopted Jayapur village of Varanasi District. It has given good message among the people. On 2nd March 2015 The Hindu news paper has reported 661 MPs have adopted villages for the development under Saansad Aadarsh Gram Yojana. These initiatives if properly managed; there will be a sea change in the developmental progression of India. But through this paper it is still sensitizing that it should not be stopped with just Adopting villages.^[8] It was also observed that villagers do not want to lose support from the implementing agency as they are getting benefits from it because of just adopting that village but when we make that village into a model village which is *self depend* this problem can be minimized.

Conclusion: Cooperation for the development is everyone's responsibility. It is difficult to achieve when government acts alone, we should put our hands together with our efforts may be they are at different levels. There is a lot of scope as well as a need to create model villages since these model villages are nothing but the building blocks of nation, progression through this model village approach will make India as a model realm.

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