



RURAL DEVELOPMENT AND MANAGEMENT INSTITUTE

**PROMOTED BY
MATUSHRI CHANDRAMATI PRATISTHAN**

ANNUAL REPORT 2017-18



Rural Development and Management Institute

Promoted by

Matushri Chandramati Pratishthan

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Institutional Set-up

Rural Development and Management Institute (Promoted by Matushri Chandramati Pratishthan)

- **Registered under** : Bombay Public Trust Act 1951
- **Date** : 29th February 1996
- **Number** : **E / 10779**
- **Place** : Ahmedabad
- **Exemptions** : HQ-III/33(264) (Under 80G (5) of I.T. Act 1961)
- **Promoted on** : 22nd March 1997

- **Offices**

- **Ahmedabad Office (Head Office)**

- ✚ 411/1, S.G. Road, Next to Nandini Nilayam Sanskruti Sabha Gruha,
Behind Punjab National Bank, Gota Cross Road, Gota,
Ahmedabad, Gujarat
Phone Number :- (079) 27663633/27663321/27663220
Email :- rudmi1997@gmail.com, rudmi2017@mail.com
Website:- www.rudmi.org

- **Surendra Nagar Office (Branch Office)**

- ✚ Valjibhai Makwana's House, Village Adariyana,
Taluka Dasada (Patdi) District
Surendranagar, Gujarat.
Phone Number: - 02757 284466

- **Executive Head :** **Dr. Manda Parikh**
Contact number : **9825611285**

FROM THE CHAIRMAN

Rural Development and Management Institute is entering in its 3rd decade. In first two decades it has made substantial progress towards its aims and objectives in last one decade. I feel happy to see that the activities of the institute have gradually expanded in many crucial areas of development viz. disability, women empowerment, farmers and agriculture, health and hygiene, mental health and leadership, empowering village panchayat and local governance etc. through new programs and initiatives.



“Smt.Nandini P. Divatia Rural Rehabilitation Award” are well established and more and more institutions are getting connected with it. This year 27 disabled were awarded “Smt. Nandini P. Divatia Rural Rehabilitation Awards for Disabled” with cash prize of Rs.15,000/- each. The data on progress made by the awardees of 2016-17 are satisfying. Institutional awards was given to ADAPT (Abled and Disabled all persons together) of Bombay and V-One Society of Baroda. I take this opportunity to wish them all the best. The presence of Swami Sri Atmapriyanandji, Vice Chancellor, Vivekanand University, Kolkatta and Shri P. K. Laheri, former Chief Secretary, Government of Gujarat, on this occasion motivated the Divyangs, audience and our staff members. I thank them too.

Employment Service Center for Disabled is now five years old. This year it organized entrepreneurship awareness programme in collaboration of Center for Entrepreneurship for disabled where more than 80 disabled participated. Such interaction helps divyangs to enter in mainstream economy.

Looking to the increasing need of counseling “Smt.Nandini P. Diviatia Counseling Center” has started counseling in Umiya Arts and Commerce College for Girls in addition to one center at Vadasar Air Force Station. This year 57 girl students, 25 army men/women took advantage of it. Dr.Priti Bhatt, our counselor was felicitated by Divya Jyoti Pratisthan for her services in this field.

Farmers’ Clubs in Patdi Taluka, Surendranagar District are active. The efforts have resulted in slow but steady change in local agriculture.

The experience of leading Jal-Abhiyan initiated by NABARD has given us an opportunity to study water resources of 15 villages and also the demand for water in these villages. Our field worker Valjibhai Makwana received best “Jaldoot Award” for his most effective and impact making work.

The work with American Education Society, Ahmedabad on women entrepreneurship is innovative in pedagogy and content. The starting of women entrepreneurs’ cell is a new beginning.

This year we undertook many small assignments and completed them at the satisfaction of client. The programs on promotion of mental health, sanitary pads and nutrition survey in 24 villages of Patadi Taluka covering 602 children of 0-5 year age are some of them. Next year we want to come out with more intensive programs in mental health and nutrition promotion.

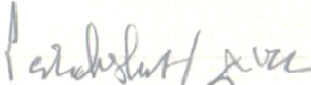
I take this opportunity to thank and congratulate all the staff members for putting in hard work all through the year, and more particularly our Executive Director Dr.Manda Parikh and our Officer Smt.Preetgiben Bhatt and others who have put in hard work all through the year.

I am happy to see number of programme which are being institutionalized. Through these programs, RUDMI is contributing to sustainable development goals in a small way.

I am also thankful to Governing Council Members and other Trustees for supporting the institution and providing their valuable suggestions and guidance. I convey my thanks to various Government Departments, other non-government organizations, institutions who helped in carrying out various activities.

Finally I express my satisfaction on the type of activities, method of working and also work ethics with these remarks. I am very happy to present the annual report of 2017-2018.

AHMEDABAD



(Parikshit .J. Divatia)
Chairman

Annual Report 2017-2018

Rural Development and Management Institute (RUDMI) has completed two decades of its being this year. Though it continued to work with same vigor and commitment on all the projects it has started so far, the main areas of working include health, women empowerment, agriculture, animal husbandry, disability etc. Full account of the activities is provided in detail.

In all the activities in Surendranagar District have extended to some 75 villages of six talukas. Our networking with NGOs expanded and now we are connected with 20 to 25 NGOs. We have also tried to develop new innovative projects for different groups.

As always the focus was on building capacity of people who are out of the main stream development and also on upgradation of the institutions and systems so as to take advantages of growth and development percolate up to grassroots.

1. Smt. Nandini P. Divatia Rural Rehabilitation Awards

Employment is a growing problem in the country. Opportunities to wage employment are declining and the focus is on promotion of self employment either through skill India program or start up India scheme. Rudmi is contributing to this national endeavor through promoting self employment among differently abled persons. It has instituted Smt. Nandini P. Divatia Rural Rehabilitation Awards in the memory of its trustee Late Smt. Nandini P. Divatia in 2007. The award consists of Rs. 15,000/- cash and certificate. The objective is to recognize the potential abilities of divyangs. Appreciate it and provide them motivation and resources to start the income generation activity according to their choice and abilities.

Till this year we have awarded 174 divyangs which include 57 women divyang. While inviting the nominations we also request institutions to send progress report of awardees. And it is our pleasure to say that all the institutions

responded positively to our request. According to the available information most of the awardees are employed and are earning for themselves. As usual, we invited more than 130 institutions in Gujarat and Maharashtra to send their nominations for these awards of which 30 institutions sent 45 nominations.



The selection committee headed by retired High Court Judge after detailed scrutiny of the nominations, the nominating institutions and the projects proposed by the nominees, selected 27 Divyangs for this award. Very brief details of awardees are provide as under.

Details of awardees on 2017

Sr. No.	Name	Category	Project Idea	Training Institutions
1.	Pravinbhai Kanubhai Nayka	P.H.	Mobile Repairing	V- One Society, Vadodara
2.	Amjad Mahemud Shaikh	V.I.	Popcorn, Attractive bottle making	National Association for the blind, Mumbai
3.	Mohsinsha Mohamedsha Diwan	P.H.	Equipments for preparing snacks at home and sale	V- One Society, Vadodara
4.	Surekhaben Prabhatbhai Parmar	H.I.	Expand garment making and tailoring	Rotary Club, Nadiad
5.	Rizwana Ishubkha Pathan	P.H.	Develop beauty parlour	Inter Rural Development Institute, Dhrangadhra
6.	Nitaben Vishnubhai Patel	P.H.	Develop beauty parlour	Ahmedabad Jilla Gramodhyog Sang, Ahmedabad
7.	Sarika Hiranman Patil	H.I.	Flowers making from papers etc.	Suhit Jeevan Trust, Pen, Raigad

Sr. No.	Name	Category	Project Idea	Training Institutions
8.	Bhandu Bhau Jadhav	P.H.	Tailoring and ironing work	Society for Vocational Rehabilitation of Retarded (SVRR), Mumbai
9.	Aartiben Sureshbhai Vachheta	H.I.	Ironing and washing work	Ahmedabad Jilla Gramodhyog Sang, Ahmedabad
10.	Ashish Rameshbhai Ashara	M.R.	Cultery and packing material business	Navjeevan Trust, Rajkot
11.	Virendrakumar Gemalsinh Parmar	P.H.	Expand tailoring cutting	Society for the Training and Vocational Rehabilitation of the Disabled, Vadodara
12.	Pramod Gurunath Jawlekar	V.I.	Making phenyl, agarbatti etc.	National Association for the Blind, Mumbai
13.	Janaben Gokalbhai Bambhava	P.H.	To start computer class	Society for the Training and Vocational Rehabilitation of the Disabled, Vadodara
14.	Vaishaliben Vinodbhai Bhalia	H.I.	Develop garment making and tailoring	Rotary Club, Nadiad
15.	Shankarbhai Bhopatsinh Katara	P.H.	Vegetable selling with the help of hand cart	Siddhi Mahila Kalyan, Sehra, Panchmahal
16.	Dhirajkumar Rajendrakumar Jain	M.R.	To expand present agarbatti making business	Bhartiya Manav Vikas Trust, New Panvel
17.	Geetaben Himatbhai Shihora	P.H.	To expand present stores	Viklang Parivartan Trust, Botad
18.	Geetaben Ajobhai Das	V.I.	To start massage center	Andh Kanya Prakashgruh, Ahmedabad
19.	Hardik Umeshbhai Badlaniya	H.I.	To start auto garage	Lions Audhyogik Talim Kenra, Modasa
20.	Bharat Ganesh Patil	M.R.	To start working painting shop	Suhit Jeevan Trust, Pen, Raigad
21.	Jayeshbhai Nathabhai Rangadiya	P.H.	Expand computer job work	Shree Navjeevan Viklang Sevashray, Halvad
22.	Geeta Kantibhai Solanki	V.I.	To start massage center	Andh Kanya Prakashgruh, Ahmedabad
23.	Rajeshkumar Javansinh Khant	H.I.	Purchase equipments for plumbing work	Lions Audhyogik Talim Kenra, Modasa
24.	Payalben Prabhudas Thakkar	M.R.	Develop carrier in sports	Manthan APang Kanya Seva Sankul, Hajipur
25.	Subhash Dilip Thokal	P.H.	To sell seeds	National Society for Equal opportunities for the Handicapped, India (NASEOH), Mumbai

Sr. No.	Name	Category	Project Idea	Training Institutions
26.	Kavita Sanjay Patil	V.I.	To start her own Xerox shop	Sudhagad Education Society, Kamboli, Maharashtra
27.	Anil Baliram Shurture	P.H.	To start mobile repairing work	Fellowship of Physically Handicapped, Mumbai

The award presentation ceremony was held on 3rd December, 2017 in presence of Param Pujya Swami Shri Atmapriyanandaji as chief guest and Shri P. K. Laheri (IAS) as guest of honour, Param Pujya Swami Shri Atmapriyanandaji, appreciated the work being done by the institution and appealed to the audience to spend some time with Divyangs to remove their own depression. He said that those who become useful to others are yogi. He appreciated enthusiasm of awardees and blessed them. Shri P. K. Laheri (IAS) also congratulated all the awardees and asked Nationalized Banks to come forward to help such people. He also requested awardees to realize their dreams at any cost. Technology will help them to fight with every difficulty – but you have to push all your activities.

We have also instituted Institutional awards with an objective to create awareness in the society and make the society supportive to institutions. We selected two institutions for Institutional award.

1. Award is received by ADAPT

2. Award received by V one Society



The awards were received by trustees of both the above institutions.

2. Disability Development Cell

The cell is running "Employment Service Centre for DAPs "since 2011-12 With following objectives;

1. To motivate DAPs for wage employment.
2. To refresh and fine tune the skills/talents of DAP and make it more acceptable to the employer.
3. To build linkages between employers and DAPs.
4. To provide Placement Services
5. To ensure stability in wage employment.

The centre was initially funded by Navajbhai Ratan Tata Trust. But now it is self financed. This year we guided quite a few Divyangs on education and employment opportunities and on their entrepreneurial queries. We are also planning one entrepreneurship development cell for divyangs so as to promote self employment.

A special program on Entrepreneurship Awareness was organized for Divyang at Blind School. Ahmedabad on 12th June 2017 in collaboration of Centre for Entrepreneurship Development, Government of Gujarat. Some 90 Divyang remain present in the one day workshop of which 28 were women. The programme started with remarks from Mr. P. J. Divatia chairman of the institute followed by discussions guided by Mr. Jani from CED and Dharmendra Pandya. The main issue raised was about funding of the activities. Mr. Pandya gave them details of various schemes under which funds are available to Divyang.



2. Smt. N.P. Divatia Counselling Centre

The counseling centre of Vadsar Air Force Station is now eight years old. The depression and stress are so common among the army men that some 700 persons took advantage of the same. Surprisingly male come out with more complains than women. Smooth and happy family relations have been a major issue and so by and large counseling is required for both man and women.

Similarly, this year one new counseling center is established in Umiya Arts & Commerce College for Girls and it is working once in a week. Dr. Preeti Bhatt, the chief counselor from the institution counseled 57 girls in 167 counseling sessions. The services are very well appreciated by the beneficiaries.

Looking to the increasing incidences of violence in the society and particularly in the schools and colleges, and also increasing suicides among adolescent and youngsters we decided to work on mental health and related issues with schools and colleges. We covered 15 schools and 10 colleges this year and tried to create awareness about the importance of training and workshops in the management of these institutions. A training module, titled as "incredible Years: Ages & Stages" is prepared for the age group of 13 to 16 years and "**Change Your Image and Change your Life**" for college students. Both the modules explain the body and mind and their interrelationship with the day today life.

3. Farmers Club

We are working on VVV farmers club since 2011. Last year we formed 20 new clubs where 279 farmers joined. This year we organized meets with expert for each club. Shri Vadi Saheb (District – Agriculture Officer), Shri Raghubhai Rathod (Extension Officer, Agriculture – Patdi) Mr. Pathak Jain (Jain Irrigation Pvt. Ltd.), Mr. Vastal Bhatt (Netafin Irrigation Pvt. Ltd.), Mr. Savdas Aal and Jaydeepsinh



Vaghela (ATMA) shared their experience and knowledge with farmers as experts and also attended to their queries.

The main issues discussed include soil degradation, selection of seeds and fertilizers, importance of deep tilling, ATMA Project, how to sow cumins, etc. Many of the suggestions made by experts were implemented by the farmers. Some of the farmers of these clubs were provided with Seeds of Cumin free of charge through ATMA project.

All clubs have bank accounts and majority of them have good amount collected through savings in their account.

This year we organized 20 meet with experts in different 20 farmers clubs. The faculties include Vatsal Bhatt, manager Netafin, Raghubhai Rathod Extension officer Government of Gujarat, Savdasbhai from ATMA project, Chandubhai from Reliance Foundation besides some gramsevak. In all 150 farmers took advantage of these meetings. Besides this we have called monthly meetings of each farmer's club. These meetings provided good platform for members to exchange the information. The use of **e khedut** is also increasing among the members of the clubs.

It is observed that the cropping pattern, use of equipment and farming technologies are changing slowly but steadily.

RUDMI took some of the farmers (25 farmers) to exposure visit organized by ATMA Project to Jagudan Seed Spices Research Station, many received seedlings from forest department, 70 farmers participated in Krushi Mahotsava and 25 farmers received seeds free of cost, 5 farmers received threshers, 5 farmers received subsidy for tractors and 3 farmers received pump for insecticide spray. All these awakened farmers to new possibilities and also motivated some of them to make use of new knowledge. From among the members this year 10 farmers adopted new variety of cumins. Patdi and Jarvala village two one day camps are also organized by ATMA project on How to save cotton crop from insects and around 50 farmers attended the camp.

4. Save water Abhiyaan

Nabard initiated Jal Bachao Abhiyaan in Patadi taluka where Shri Valjibhai Makwana of the institute was selected to work as local leader for the same. This abhiyaan continued for 2 months. Mass meetings were organized in 15 villages where people were explained the status of water and techniques to save them. PRA was conducted for the existing source of water with every village. A rally was organized to move in the village with slogans.



RUDMI is proud to inform that our work was appreciated in presence of hon. Chief Minister and Valjibhai our field co-ordinator was awarded as the best field worker.

6. Awareness Program on Digital Literacy

A special program was organized to increase digital literacy among farmers and village women at Vadkua of Dasada Taluka in collaboration of American Education Society. Around 100 persons from surrounding 10 villages attended this one day workshop

7. Dairy Milk Co-operatives: Sustainable Livelihood Project for women

Fortunately all the 16 Co-operative Milk Society of 16 villages of Dasada Taluka of Surendranagar District established before 10 years are functioning and generating sizeable revenue for the members. It is learnt that on an average around 786000 ltrs. A day buffalo milk and 1,48,000 lits. A day cow milk with an average 6 to 7% Fat and 4% to 5% Fat is being sold to Sur-Sagar Dairy. Zezra dairy; all women dairy is in the leading position with its best performance among all the dairies in Patdi Taluka.

8. Women Empowerment Program

It is said that Economic empowerment is the biggest empowerment for women. With a view to promote micro enterprises or income generation activities which can give money in the hands of women we chalked out a special program of four workshops in collaboration of American Corner, Indo American Education Society Ahmedabad. The training covered four crucial issues; namely,

1. Motivation and Challenges of Entrepreneurship
2. Opportunity Recognition, Developing Business Idea, Role of Social Media in Business
3. Managing Manufacturing (production) and Marketing
4. Managing Finance and Book Keeping

Abrar Ali, Fellow of IIM and Consultant was invited as main resource person



Some 33 women participated in this program of which 50% were already in income generation activity while others had potential for the same. The workshop series led these women to view their business critically and find solutions to the problematic areas. All of them prepared the business plan and presented the same to the jury.

The participating women decided to establish Women Entrepreneurs Cell and all the women became member to it. A meeting will be organized once in a month. RUDMI and American Corner will provide needed support to them.

9. Health Interventions

We conducted a nutrition survey of 24 villages of Patadi taluka and collected data on weight and height of around 500 children below 5 years and undernourished children were identified. The parent such children were explained the health hazards of undernourishment and were linked with CHC for supplementary nourishment. It is observed that even today more than 25% of households in this area are having more than 2 children. The nutrition status of first two child compared to third, fourth and fifth child is better. We are planning to take up special programme for undernourished children in coming year.

10. Student Enrichment Programme

A special training for students of Umiya Arts & Commerce College was conducted on Change Your Image: Change Your Life. The training generated very good interest among students and more than 160 students participated in the training. The training was conducted in two batches. The main issues include Image and Personality, Building Image, Basic Personalilty types, selecting carrier, crisis management, time management and how to change life.



11. Rashtriya Gram Swaraj Abhiyaan (RGSA)

RUDMI conducted 3 days training program under RGSY for village panchayat members. During the year, 148 training progrms were organised for all the 11 talukas of Rajkot District, 5 talukas of Morbi and 3 talukas of Gir somnath. The work will continue in next year but by end of this year 2303, 1266 and 704 members from Rajkot, Morbi and Gir Somnath respectively attended the trainings. A team of 3 Co ordinators , 10 trainers and equal number of assistant trainers worked on this project. The entire work is carried out in Collaboration of Trinity Education and Charitable Trust (TECT) a Rajkot based NGO.

All the trainings were conducted as per the module prepared by the institute. The feedback is good.



Research Activity

This Year we took up two projects of study and documentation on behalf of SPIPA.

The first one was on the floods of Banaskantha. There were unprecedented rains in Banaskantha. We went to the site on 1st August and witnessed the damages and relief and rehabilitation work. We collected all the data from concerned offices, shoot some videos, interviewed affected persons and officers concerned and then prepared a report titled as Bhangya Pan Harya Nahi in Gujarati. The report provides exhaustive details on how the disaster was managed. The report also provides the suggestions for long term actions to reduce the damages by heavy rains. We also produced a documentary film of 15 minutes.

The second study was also on floods but that was on the floods in Gujarat State. The title was Immediate Effective Response: A case study of Gujarat Floods. In 2017 the rains flooded almost all districts of State, however Surendranagar, Ahmedabad, Rajkot, Morbi besides Banaskantha and Patan were affected more severely. The objective of this study was to document actions taken by the government in perspective so that it can be used as a guideline in similar situations. A detailed study made of relief and rehabilitation package and the way in which the disaster and post disaster activities were monitored. The report discusses in detail the role of social media and emergency operation Center. A film was also prepared on the Floods of Gujarat.

We have also taken up the work of preparing 'Nirnay' a quarterly magazine of SPIPA and the first issue is devoted to Good Governance Initiatives by district offices. We have started research but the more work will be done in next year.

CSR Center

RUDMI established CSR center for providing services to industries. The main objective of the selecting relevant and output focusing projects help them

implementing them efficiently so as to get best outcome of the money spent on CSR.

Keeping this in view center provides following services

1. Framing of Strategy and CSR policy for the company
2. Development need identification for CSR/ Baseline survey.
3. Programme Planning based on survey and organizational objectives.
4. Implementation of programme.
5. Engaging multiple stake holders.
6. Monitoring
7. Impact Assessment and evaluation.
8. Documentation Services
9. CSR Reporting to Government

The center has large data bank on

1. Rules and regulations
2. Projects in the priority area
3. Socio- Economic profile of village/taluka/districts
4. CSR policy and activities of the industries

We are also empanelled with National CSR hub. The center at present is working on creating good project bank for this center and the profile of projects is prepared during the year;

Module Preparation

Beside this the institute designed tailor made modules for specific requirements of the government departments, NGOs etc. It is empanelled by Sardar Patel Institute of Public Administration for documentation and research work. It is also empanelled with National CSR hub for undertaking CSR activities of public sector units.

1. Change your life : Change your Image
2. Parenthood in Modern Times
3. Village Panchayat Training

Awards and Recognitions

RUDMI in earlier year is awarded for its services to Disabled by Sahyog Trust, Sabarkantha and Sevathirth Vadodara. This year two of its staff members were awarded viz. Dr. Priti Bhatt was appreciated for her work on Women Health and Hygiene with students by Divya Jyoti Jagruti Sansthan and Mr. Valji Makwana for his work as Jaldoot on water conservation under the guidance of Nabard,

Participation of Staff Members in Various Activities

Dr. Pritiben Bhatt, Mr. Vipul Makwana and Mr. Rahul Acharya attended Master Trainers Training conducted by SIRD Government of Gujarat and 10 other members attended field workers training by SIRD on the same subject. Besides this, two Public lectures were attended by all staff members viz. **India at 70: The challenges before Media by Mrinal Pandey** and **Awareness to Indian Constitution** organized by Indian Society for Community Education and Gujarat Vidyapith respectively.

List of Donors

Sr. No.	Institutional Donors
1	State Bank of India, Ahmedabad
2	Punjab National Bank, Ahmedabad
3	Bank of Baroda, Ahmedabad
4	Dena Bank, Ahmedabad
5	Godrej Industries Limited, Mumbai
6	Transpek Industry Limited, Baroda
	Individuals Donors
7	Shri P. J. Divatia, Chairman RUDMI
8	Dr. Manda R. Parikh, Director, RUDMI
9	Miss Varshaben P. Pandya
10	Smt. Neetaben S. Shah
11	Shri Mayurbhai S. Yagnik
12	Miss Mamtaben M. Saiyad
13	Smt. Mrudulaben V. Mehta
14	Shri Jaydeepbhai H. Sayed
15	Shri Ketanbhai M. Parikh
16	Smt. Nilpaben G. Sheth

Governing Council

Shri Parikshit J. Divatia

Chairman (RUDMI)

Dr. R.K.Sama, IFS

Former Director,
WASMO, Government of Gujarat

Dr. Dhawal Mehta, Former Director

B.K. School of Management,
Ahmedabad

Dr. Y. K. Alagh

Former Minister of State for Power,
Government of India
Chairman,
Institute of Rural Management

Mr. Siddharth Mankiwala

Former President, Rotary Club
Ahmedabad

Manda Parikh

Director (RUDMI)

Board of Trustees

Shri Parikshit J. Divatia

(Managing Trustee)

Dr. Utkarsh S. Mehd

Physician

Mr. Rajiv Dhru

Chemical Consultant

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Chartered Accountant

Mr. Ameesh K. Divatia

Computer Hardware & Software Eng.

Dr. R. K. Sama, IFS

Former Director, WASMO
Government of Gujarat

Manda Parikh

Director (RUDMI)