



RURAL DEVELOPMENT AND MANAGEMENT INSTITUTE

PROMOTED BY
MATUSHRI CHANDRAMATI PRATISTHAN

ANNUAL REPORT
2018-19



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 Pratishtan)

- **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, Near Punjab National Bank, Gota Cross Road, Gota, Ahmedabad, Gujarat
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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 entered in its 21st year. In last two decades, it has made substantial progress towards its aims and objectives. 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, empowerment of village panchayat, local governance etc. through varied programs and initiatives.



“Smt. Nandini P. Divatia Rural Rehabilitation Award for disabled” are well established and more and more institutions are getting connected with it. This year 27 disabled were awarded with cash prize of Rs.15,000/- each and a certificate. The data on progress made by the awardees of 2017-18 is satisfying. Institutional awards were presented to Suhit Jivan Trust of Maharashtra and Lions Club of Modasa of Gujarat. I take this opportunity to wish both the institution all the best in their endeavor. Ex. Vice Chancellor, Rajkot University, and President Gujarat Sahitya Parishad Shri Sitanshu Yashchanda came as Chief Guest in the award presentation ceremony. He launched our first publication on “Rising Stars in Firmamenr” for me this is a great achivment for the instituion. Reading of this book is utter pleasure for me. He blessed all the awardees and explained the ability of disabled in giving excellent to all services.

Employment Service Center for Disabled is now seven years old. This year the center has not been very active but it helped all those disabled in their small queries about entrepreneurship. I am hopeful that in coming year the center will do still better.

“Smt. Nandini P. Diviatia Counseling Center” at Umiya Arts and Commerce College for Girls and at Vadasar Air Force Station is reaching out to 82 girls students and 98 army men and their families. The counseling has been appreciated by both the institutions and the beneficiaries. I wish RUDMI expand its activity in this area with greater rich.

Farmers’ Clubs in Patdi Taluka, Surendranagar District are active after 5 years also. The working with this club has brought slow but steady change in local agricultural activity.

More than 500 farmers are actively connected with RUDMI. I have seen that every year some farmers get benefit through Government schemes.

The work with American Education Society, Ahmedabad on women entrepreneurship was innovative in pedagogy and content. The women trained took this forward and established club for women entrepreneurs. Though at present, club has small members but they could arrange five programmes for the group which can increase their own competence through the help of RUDMI and American Education Society.

The programs on promotion of mental health, sanitary pads and nutrition is going on in 24 villages of Patadi Taluka. Pad disposal is posing a problem. It is felt RUDMI by next year would find some feasible solutions. I am also happy to see that we have started educating farmers and village folks on digitalization.

The programme network of RUDMI and its coverage is expanding. It is trying to institutionalize programme so as to give it permanency. The documentation of our programmes is also improving.

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 her team who have put in hard work all through the year.

I am also thankful to Governing Council Members and other Trustees for supporting the institution and providing their valuable suggestions and guidance from time to time. 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 nature type of activities, method of working and also work ethics. With these remarks, I present the annual report of 2018-2019 to all our stake holders..

AHMEDABAD


Parikshit J. Divatia
Hon. Chairman (RUDMI)

Annual Report 2018-2019

Rural Development and Management Institute (RUDMI) is happy to present its annual activity report for the year 2018-19. The activity of the institution is getting multi faceted with the focus on agriculture, animal husbandry, entrepreneurship, health, education and good governance.

In terms of area coverage and population coverage, the activities in Surendranagar District have extended to some 75 villages of six talukas. We extended our training activities to 27 talukas of four districts namely Morbi, Rajkot, Gir- Somnath and Narmada covering almost 10 % of overall population of Gujarat. Our networking with NGOs has expanded our work with academic institutions is now taking definite shape and also increasing its reach.

As always the focus has been on capacity building of those who are deprived of main stream development so as to see that the advantage of growth and development percolate up to the grassroots. Here is a brief account of our activities during 2018-2019.

1. Smt. Nandini P. Divatia Rural Rehabilitation Awards 2018-19

Employment is a growing problem in the country and even in other countries. Opportunities to wage employment are declining with new technologies. Government of India through skill India, stars-up India, Make-in- India and similar programme is trying to boost self employment. RUDMI is contributing to this national endeavor through promoting self employment among differently abled persons. It has instituted Smt. Nandini P. Divaita Rural Rehabilitation Awards in the memory of its trustee Late Smt. Nandini P. Divatia in 2007. The award consists of Rs. 15,000/- cash prize and certificate. The objective is to recognize the potential abilities of differently abled persons and encourage them to start

their own economic activity which can generate income for their livelihood. With the support of training institutions for disabled and our donors, we have been successful in continuing this programme now for 12 years. This year we again invited more than 130 institutions from Gujarat and Maharashtra to send their nominations for these awards of which 30 institutions responded with 45 nominations. After detailed scrutiny of 45 applications we awarded 27 differently abled persons. With this total number of awardees increased to 201 which include 62 women awardees also.

The progress reports were collected from awardees of 2017 and it was found that atleast 18 awardees have spent the entire amount of the award for expanding/establishing their activity by December, 2018. Remaining nine has utilized part of it as working capital and part as savings for difficult days.



The type of vocation that they selected has a wide range starting from tailoring or vegetable vending to mobile repairing, auto garage, computer

job work, physiotherapy, plumbing, welding, handicraft. One awardee has used the award money for making carrier in sports namely volley-ball.

Details of awardees on 2018

Sr. No.	Name	Category	Project Idea	Training Institutions
1.	Ulupi Mitesh Soni	VI	Retail Selling	Andh Kanya Prakashgruh, Ahmedabad
2.	Mangesh Kisan Nadage	VI	Flourmill	National Association for the Blind, Mumbai
3.	Abhijeet Suresh Shinde	MR	Cycle Repairing Shop	Fellowship of the Physically Handicapped, Mumbai
4.	Ishawarbai Sureshbhai Vachheta	HI	Washing and Ironing	Amdavad Jilla Gramodhyog Sangh, Ahmedabad
5.	Shivaji Mahadev Dahifale	PH	Mobile Repairing	National Society for Equal opportunities for the Handicapped, India (NASEOH), Mumbai
6.	Chimanbhai Somabhai Parmar	PH	Repairing Work of Electronic Items	National Career Service Centre for Differently Abled, Ahmedabad
7.	Ravaji Govindbhai Koli	HI	Tailoring	Shree Navchetan Andhjan Mandal, Kutch
8.	Priyanka Uttam Kamble	MR	Tailoring	Bhartiya Manav Vikas Trust, New Panvel
9.	Bhurabhai Bhagvanbhai Damor	HI	Plumbing	Lions Audhyogik Talim Kenra, Modasa
10.	Hetal Kishorbhai Rupareliya	MR	Embroidery and Handicrafts	Navjeevan Trust, Rajkot
11.	Sarvesh Atmaram Pawar	VI	Candle Making	National Association for the Blind, Mumbai
12.	Shantaben Hirabhai Patel	PH	Beauty Parlor	Lions Audhyogik Talim Kenra, Modasa
13.	Suyog Chandrahas Patil	MR	Making Coir Doormats, Polishing Ganesh Idols	Suhit Jeevan Trust, Pen, Raigad
14.	Rajendrakumar Vithathalbhai Limbachiya	VI	Selling Cutlery Items	V- One Society, Vadodara
15.	Rajesh Balwantsingh Kushwaha	VI	Plumbing	Blind People's Association, Ahmedabad
16.	Dayaben Manojkumar Karkar	PH	Tailoring and Cloth Selling	PNR Shah Society for Relief & Rehabilitation of the Disabled, Bhavnagar

Sr. No.	Name	Category	Project Idea	Training Institutions
17.	Dineshbhai Shivabhai Maheriya	PH	Repairing AC and Freeze	National Career Service Centre for Differently Abled, Ahmedabad
18.	Manohar Deu Mor	PH	Grocery Shop	Society for Vocational Rehabilitation of Retarded (SVRR), Mumbai
19.	Divansinh Koyabhai Sangada	PH	Vegetable Shop in a Hand Cart	Vividhlakshi Mahila Kalyan Kendra, Shera
20.	Pravin Mavjibhai Sitapara	HI	New Rickshaw	Shree Navjivan Viklang Sevashray, Halvad
21.	Dipika Mahendrabhai Rathod	VI	Physiotherapy	Andh Kanya Prakashgruh, Ahmedabad
22.	Arvind Samji Bhanushali	PH	Tailoring	Shree Navchetan Andhjan Mandal, Kutch
23.	Chirag Dilipbhai Pandit	HI	Welding Work	Roatary Club, Nadiad
24.	Suraj Suryakant Avasare	HI	Prosthesis Making	Fellowship of the Physically Handicapped, Mumbai
25.	Bharat Prakashkumar Gurbani	PH	Hawker	Viklang Kranti Sanghathan, Bhavnagar
26.	Nilesh Jagdishbhai Panchal	PH	Tailoring	Shree Navchetan Andhjan Mandal, Kutch

PH: Physically Handicap/ MR: Mentally Retarded/ HI: Hearing Impaired/ VI: Visually Impaired

Two Institutional awards were presented this year to-

SUHIT JEEVAN TRUST,
working in Maharashtra
and **LION's ADYOGIK
TALIM KENDRA,**
working in Gujarat were
awarded by Institutional
Award.



The award presentation ceremony of this year was held on 1st December, 2018 in the presence of laureate Shri Sitanshu Yashchandra, as chief guest. The chief guest shared the story of his own daughter and appreciated the work being done by RUDMI. He appealed to the audience to experience the joy that Divyangs can give to others. He said that those who become useful to others are yogi. He appreciated enthusiasm of awardees and blessed them.

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 Navajbai Ratan Tata Trust. But now it is self financed. This year we could not do much on employment front but we helped quite a few divyang in their entrepreneurial queries. We are also planning one entrepreneurship development cell for divyangs so as to empower them to run their business smoothly.

3. Smt. N.P. Divatia Counselling Centre

The counseling centre of Vadsar Air Force Station is now nine years old. The depression and stress are very common among the army families. This year we continued to have one-to-one counseling sessions on every Thursday for the army-men and their families. Some 98 persons with majority of couples followed by man took advantage of this. Inability to live smooth and happy life together is found to be a major cause of disturbance in marital relations.

One more counseling center was started last year in Umiya Arts & Commerce College for Girls which also performed well. During the year, the counseling

center worked for 18 days and 80-90 girls came for counseling. They are found to have relationship problems, and in exam phobia, problems of stress and depression. Counseling help in resolving their problems and particularly in coming out of depression.

Besides this a One-day Seminar was arranged at Vadasr Air Force Station on good parenting. 25 parents attended the seminar.



The seminar included presentation on type of problems faced by children, child psychology and effective parenting styles, values, strategies.

4. Farmers Club

We are working on VVV farmers club since 2011. Last year we formed 20 new clubs in which 279 farmers of 20 villages joined. This increased total number of farmers in farmers club to more than 500. Besides organizing meets with expert for each club, we co-ordinated 3 days seminar on **"Gauseva and Gochar"** at Adariyana and Kathada with a view to promote animal husbandry and explain its link with organic farming. Cattle Observer Shri R. N. Patel explained in detail the subject.





We connected 38 farmers of 7 different villages and helped them to get advantage of various government schemes and programs. It is through our persistent efforts that 26 farmers got seeds free of cost while 4 farmers got subsidy for tractor and remaining 8 grants for different agriculture equipment like mini sprinklers, oil engine, cultivators etc.

At the end of the year we invited DDM, NABARD to meet our framers club leaders and explain them about farm producers organization. He had meeting with around 20 farmers leaders. Most of the club leaders have shown positive interest to form Farmers' Products Organization. It was decided in the meeting to proceed further to form such organization.

5. Awareness Program on Digital Literacy

Under our programme of digital literacy this year, we organized a special seminar in collaboration of American Corner on "Benefits of Social Media" for the students of High School (Std. VIII to Std.XII) of Adariyana Village. Almost 100 students and all the high school teacher participated in this seminar.



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

All the 16 Co-operative Milk Society in 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 during the year 10,08,520 ltrs of milk with an average 6 to 7% Fat in buffalo milk and 4% to 5% Fat in cow milk where sold to



the dairy by these milk societies. **Zeza dairy;** all women dairy is in the leading position with its best performance among all the dairies in Patdi Taluka.

7. Women Empowerment Program

Economic empowerment is the biggest empowerment for women. Last year a specially designed program of four workshops in collaboration of Indo American Education Society Ahmedabad was successfully conducted. As reported 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

All the participating women were in livelihood activities and had experience of the problems that they face. 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.

At the last workshop it was decided to establish Women Entrepreneurs Club which can be a platform for internal networking, obtaining new knowledge and sharing of the problems. They decided to meet once in a month. Indo American Education Society offered its premises for this club.

The topics discussed include;

- (i) Use of Social Media in promotion of small business
- (ii) Brand development
- (iii) Indian Patent Rules
- (iv) Working Capital Assessment and significance for Micro-Entrepreneurs.

Initially 18 women entrepreneurs joined the club. The fees were fixed at Rs.300/- per annum.

All the four programs included lecture by expert and one to one consultation. The club has also decided to increase the membership and to meet more frequently.

8. Mind and its Wellness:

Since last few years RUDMI has started to work on this very important emerging area. The modern society, the life style and competition for good life create stress on human mind which ultimately results in stress, frustration, depression, aggression, violence etc.



World over it is being accepted that large interventions are required to maintain mental wellness in the home, school, college, work place and in society in general.

RUDMI in this context prepared a special module on Good Parenting and organized a programme on good parenting for Air Force Station, Vadasar, Ahmedabad. Some 35 parents, mostly mothers attended it. The main objective is to spread awareness in parents about inequality, good values in him and help parents to build moral character and bright carrier for the child. The workshop had four sessions as under:-

- (i) Parenting- Meaning, values, parenthood, strategies.
- (ii) Parenting styles
- (iii) Hurdles faced by children
- (iv) Role of parents in shaping future of the child

The program was conducted by Dr. Priti Tiwari with reasonable success.

Similarly we also organized with American Corner two hours seminar on "Personal Hygiene" for adolescent girls studying in the Adariyana High School. More than 80 girls participated in this seminar and had several questions to ask. The seminars had been very interactive. The participating girls were very happy and satisfied with this new knowledge.

Besides this our efforts to connect people with health services continued. We attended all the Mamta Divas in the work area of Patdi Taluka.



9. Rashtriya Gram Swaraj Abhiyaan (RGSA)

RUDMI is organising 3 days training program for members and leaders of Gram Panchayat for their empowerrment. Under this Central Government funded project. Last year we trained 3672 members from Rajkot, Morbi, Gir Somnath and Narmada District of Gujarat. The programme contineud in this year. However, for several administrative problems the pace of training declined. This year only 1190 members were trained of which almost 926 are from Gir-Somnath Taluka and 264 from Morbi and thus compeleted 56% of work. This year we also worked for Narmada district and trained 1476 Panchayat Members. The training and the manual prepared for the same are getting good appreciation. We have completed almost 55% work. We are also planning to start training in Ahmedabad District. As we go ahead in this programe we have realised that this is one of the very important programms affecting the vision and work efficiency of village Panchayats.

All the participants evaluated the training and have expressed their satisfaction on the training.

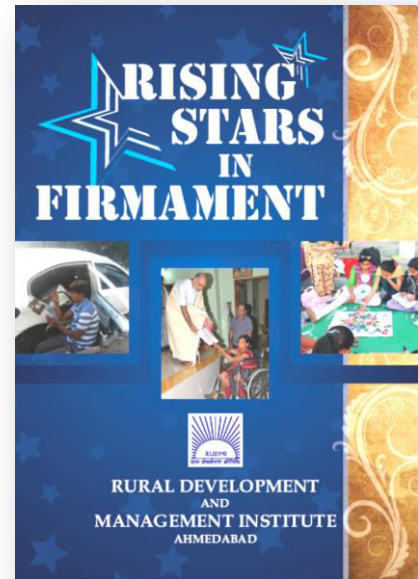
They appreciated the coveratge and selection of faculities by and large.



Training at Sutrapada and Girgadhda Taluka Girsomnath District

10. Research and Publications

Last year we entered into an agreement for the publication of "Nirnay", a quarterly magazine of SPIPA. As a part of this work we documented stories of good governance in Gujarat. We focused more at district and taluka level innovation in governing systems. After doing sizable secondary research we identified Baroda, Surat and Rajkot districts. The story of intelligent poles and Integrated City Command and Control of Baroda, Rajkot, Surat were researched and documented. Similarly having completed 10 years of working for promotion of self employment among disabled, we decided to conduct a survey of the disabled participants and document it. As stated earlier by now 200 disabled are covered under Smt. Nandini P. Divatia Rural Rehabilitation Awards for disabled. The detailed talk with the disabled created several stories of their efforts and triumphs. We documented these stories and published a small book titles as "Rising Starts in Firmament" which contain 25 stories.



11. 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. Developments 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.

12. Cultural Activities

Cultural values shape our life, inform our thoughts, words and actions. RUDMI has therefore decided to organize programme which helps developing cultural values. We have three programmes during the year in this direction.

(i) Classes on Shrimad Bhagvad Geeta

Geeta is one of the most popular religious book in Hindu culture. It does not properge any specific religion but it is a book of life science. RUDMI for the benefit of people living in surrounding areas organized Geeta Classes, once in a week. This continued for 43 weeks uninterrupted where Dr. Ravindra Khandwala explained this great epic word by word and stanza by stanza. Some 25 to 30 persons took advantage of this.

(ii) Public Lecture on "Vedanta Today" by Dr. Karansinghji

Vedas and Upnishads are the oldest but most vibrant sources of knowledge for human race. RUDMI organized a lecture on "Vedanta Today" by one of the great experts and philosopher Dr. Karansinghji. Swami Shri Vidadatmanandji and Swami Shri Yashomatinandan Das also

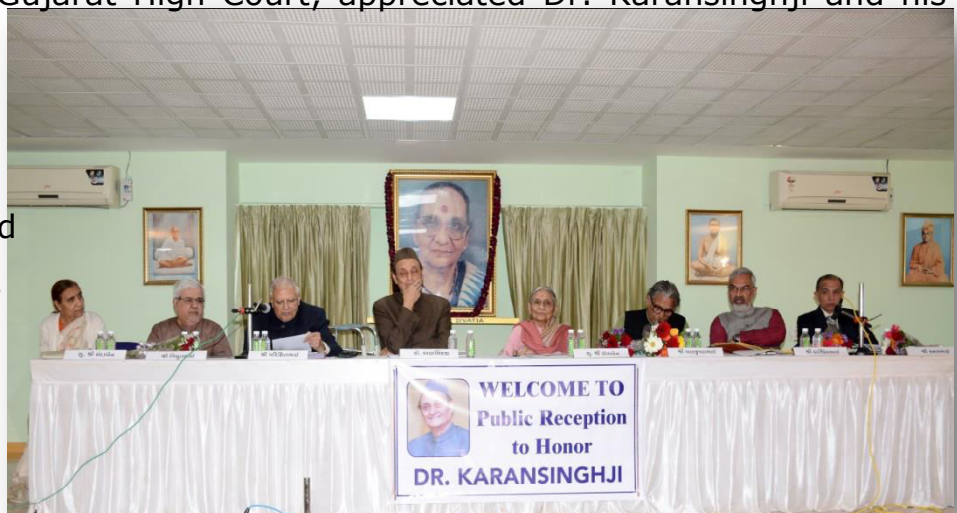
shared their views. The program was well attended. The lecture is available on “**You Tube**” or in **CD** on request from our office.



(iii) Public Reception to Honor Dr. Karansinghji

RUDMI organized a public reception for Dr. Karansinghji for his outstanding services to the nation in the fields of education, environment, culture and religion as a member of Loksabha and Rajsabha, as a Chairman of Indian Council of Cultural Relations and in many other capacities. Smt. Elaben Bhatt, Chancellor, Gujarat Vidhyapith, Shri Balkrishanbhai Doshi, a leading Architect and Ex-Vice Chancellor of CEPT University, Shri Kartikey Sarabhai, a leading environmentalist, Shri Pravinbhai Laheri, former Chief Secretary, Government of Gujarat, Shri Vidyut Joshi, social scientists and Dr. Kamal Maheta, Retired High Court Judge of Gujarat High Court, appreciated Dr. Karansinghji and his work.

Mr. P. J. Divatia, Chairman of the institute provided the details of his life and work.



Participation of Staff Members in Various Activities

Dr. Pritiben Bhatt and Mr. Hitesh Rana attended two days training workshop on "Environmental Hazards of E. Waste" conducted by Ministry of Electronics and Information Technology, Government of India. Dr. Priti Tiwari, attended three days national workshop on "Revisiting Gandhi: Women's perspective."

Besides this, two Public lectures were attended by all staff members viz. **Indianising Education" by Yogendra Yadav and "Gandhiji and Science by Dr. Pankaj Joshi.** 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	Godrej Industries Limited, Mumbai
5	Shroff Family Charitable Trust
	Individuals Donors
6	Shri P. J. Divatia, Chairman RUDMI
7	Dr. Manda R. Parikh, Director, RUDMI
8	Shri Kshitishbhai J. Divatia
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
17	Shri Chittaranjan Gulabrai Mehta
18	Nadndaja Gautam Divatia
19	Shri Jitendrabhai P. Barot

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
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Mr. Siddharth Mankiwala
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Manda Parikh
Director (RUDMI)

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