



***Rural women sustainable development through Shri
Kshethra Dharmasthala Rural Development Project with
reference to kolar District. A Sociological study***

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Abstract:

Shri Kshethra Dharmasthala Rural Development Project, popularly known as SKDRDP, is a charitable trust promoted by Dr. D. Veerendra Heggade. SKDRDP concentrates on the empowerment of people by organizing Self-help Groups (SHGs) on the lines of Joint Liability Groups and provides infrastructure and finance through micro credit for the rural people. The Shri Kshethra Dharmasthala Rural Development Project encompasses all aspects of enriching the rural life. It is currently expanding its developmental activities to all the districts of Karnataka. SKDRDP is active with its Community Development Programs throughout the state. The core strengths of the organization are the blessings of its promoters, Dedicated band of workers, good will of the stakeholders and above all a comprehensive program to better the living environment of the chosen areas.

Key words: Empowerment, development, Inclusion, micro credit, organizational skills, technology, Stake holder, Equipment, Unemployment

Introduction:

SKDRDP began to play its role in transfer of technology, providing infrastructure, and providing finance through micro credit. Besides, the project concentrated on the empowerment of rural women and hence began 'Jnanavikasa Program'. In response to the social needs of the area the SKDRDP innovated into activities like Janajagruthi, Community Development, At the time of inception, a village-level worker known as 'Sevaniratha' would approach the stakeholder families, sit with them to prepare a five year development plan and assist them to implement the same. The Dharmasthala temple has given the required material support like equipment, seed materials on a charity basis. In keeping with the HR policy of the organization, the supervisory staffs were promoted from the sevaniratha cadre in the prevailing areas. This provided a great opportunity for the youngsters to show their organisational skills in the new area. In order to give opportunities to the housewives and unemployed young women in rural areas who have time and inclination to do social work

Objectives:

Women specific issues with the help of woman cell their problems solving.
Creating an environment through awareness programmes to realize their full potential.

Involving social activists and Government programme to enlighten the women.

Women rights and fundamental freedom for equal rights and opportunities.

Discussions on gender equality to enable the women to realize gender sensitization, thus leading to more equality and harmony in family and society.

Development of vocational and technical skills among the women students by providing special training to enable them to become independent earners of their living.

Extending financial assistance to the deserving poor women

The social, developmental, health consequences and prevention

Review of Literature

Empowerment refers to a situation where the powerless gain greater control over resources and ideologies. It has been associated with terms such as autonomy, power, status and agency. primary and secondary data.

SKDRDP implemented various plans to support to women Empowerment

Financial support to rural women

SKDRDP implementing the financial inclusion plan of the government of India by working as Banking Business Correspondent and Business Facilitator in all the areas of its operation. Under the programme the trust is promoting Self Help Groups (SHG), enabling the poor people in the remote villages to access banking facilities at their door steps

Gramodyoga

SKDRDP being a unique organization providing the much needed backward and forward linkages for rural women, provides wide varieties of trainings for the prospective and existing women entrepreneurs. Once trained at these training centers the entrepreneurs can sell the products under SIRI brand name or build their business on their own. If the entrepreneurs want to work under us, then we provide them with raw materials as well as purchase their finished products and take the onus of selling the product on ourselves.

Pickles

Pickles is part of every Indian meal. Those tasty morsels of vegetable/fruit drenched in oil and suffused with spices. Various kinds of pickles are produced in 2 production unit where SHG members are working to produce about 4 tons of pickles per month. This product is licensed under FPO (A Government of India organization), and SIRI has well equipped laboratory to check the quality.

Savories

Indian cuisine boasts of a wide array of savories ranging from simple plantain chips to the irresistible Samosa. Various kinds of confectioneries are

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produced in Siri. Strict Quality Control is enforced through a quality control officer to ensure Hygienic products.

Detergents & Phenyl

Siri has brought a wide range of products like detergents, liquid soaps, phenyls, bleaching powders and dish washing powders. The training for producing these items to the members is given by Small Industries Service Institute. Full-fledged laboratory is established to check the quality of the product.

Incense Sticks

The usage of agarbathi has been a part and parcel and is woven in the fabric of India. From time immemorial agarbathi has always been used on all and every occasions be it religious or an occasion for joy or sorrow. The raw agarbathi are distributed to some of the well-known companies in agarbathi industry. SHG members are producing 15 varieties of perfumed agarbathis. Necessary training and the raw materials for production are provided by SIRI.

Rexene Products

Rexene bags in various sizes and shapes for the usage of travelers and school children are produced. These Rexene products are manufactured by the members of the SHGs. All the equipment and machinery required for the production of these products is provided by SIRI.

Textile Products

To cater to the needs of growing population "SIRI" has several units which produce various types of readymade garments like casual and formal shirts, children wears, ladies garments, kurta, frock, hospital uniforms, school uniforms. The training to the members is provided by rural development and self-employment training institute (RUDSETI). Necessary trainings, machinery and the raw materials needed for production are provided by SIRI.

Mushroom farming training programme

The Director of Kolar District Sri. Padmayya inaugurated the mushroom farming training programme organized under Jnanavikasa programme at Gollahalli, Bangarpete Taluk of Kolar District. The Project Officer Sri. Chetan K. explained the benefits of mushroom farming and how women can manage family along with farming.

Handover vatslyya house beneficiary programme

The Regional Director of Bangalore Sri. Sheenappa M. handed over the Vatsalya House constructed under Vatsalya programme to the beneficiary Sri. Babu at Okkaleri Village, Kolar Taluk and gave information about the Vatsalya programme. The members of Gram Panchayat, PDO, Project Officer, Coordinators of Jnanavikasa, Supervisors, Sevaprathinidhis and Villagers were present in the programme.

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Save water workshop: A save water workshop was organized by SKDRDP and UNICEF officials at Head Office, Dharmasthala. The President of Jnanavikasa Matrushree Hemavathi V. Heggade participated in the workshop and gave guidance about the save water programme.

Gelathi

Counseling is an effective means to help people out of distress and difficulties, to bring them back on track. SKDRDP has established a counseling center at Belthangady to help women who need support. The center called Gelathi offers the services of a sociologist, an advocate, a psychologist and a doctor, who provide counseling services to the women on demand. Initially the women in villages seek counseling from the village level worker, who acts as a point of reference. The services are given free of cost. If required the counseled is referred to hospitals for treatment. Legal aid is also given in times of need.

The role of a woman as bread earner, house keeper and social link within the family creates tremendous pressure on a young woman, especially when she comes to a new family through marriage. Additionally, she is not well equipped to accept this challenging role. She often has no formal coaching for performing the said roles either from her parents or from the schools. The stress felt by the women is expressed in the form of physical illness or behavioral changes. This will complicate matters at home, which could result in strained relations, perceived illness and disturbed mental status.

Vatsalya-Support

SKDRDP has been empathizing with destitute, vagabonds, the old, the infirm. For this purpose SKDRDP has been giving monthly pensions to such families who are unable to meet the expenses of such destitute persons. Taking a step forward Smt. Hemavathi Amma conceived a project of providing a lasting support to the unfortunate beings in the community who are unable to work and who had nobody to take care of. A detailed survey was launched to identify such people who were left out by the community in different villages and towns. The survey revealed pathetic conditions in which these people lived. Problems like lack of money to purchase medicines, food etc. were noticed. Many people did not have basic necessities like warm cloths, a shelter, drinking water, toilet. There were people who could not move out of the house because of the ailments. A plan of action was drafted to support such people with amenities and assistance required to make them comfortable. To begin with, kits were distributed to all such people. The kits contained basic amenities and warm cloths for spending their night comfortable.

The programme was titled “Vatsalya” by Smt. Hemavathi V. Heggade. She personally lead a team of workers who reached out to suffering people in far corners of the state. After providing the basic amenities monthly pensions have been sanctioned to 18,179 families/ individuals. Local support is sought to take

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care of such destitute people. The Jnanavikasa coordinators was specially trained to identify the people requiring special assistance and supporting them.

Conclusion

SKDRDP not only provides financial aid to the women but empowers them. With the loans, people are equipped with the abilities to make something for their future and to improve their standard of living. Also it bestows upon them the responsibility of them making their own decisions. Empowering the poor and enabling them with the capabilities is what SKDRDP strives to do with its programs. The SKDRDP is operative in various parts of Karnataka State through its Community Development Project to provide support infrastructure development in the villages. The community focused projects are normally participatory in nature where the local people form a Project Implementation Committee, implement the project in a time bound manner with local participation in the form of finance and labour. The SKDRDP supports such initiatives by lending its goodwill, grants up to the 50% of the cost of the project, technical guidance, review and monitoring. The Community Projects are concentrated in the field of education, health, creation of community assets, rural infrastructure, community welfare etc.

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