

SVADES



genesis

India as a country is changing rapidly in the era of liberalization and globalization. Being a developing nation, it needs to have a deep understanding of the impact this phenomenon has on the people and lifestyles in the rural areas. To maintain a harmonious balance of social, economic and environmental concerns, a well-planned approach has to be initiated. This being of prime challenge today, the role of the corporate sector in community development is gaining importance.

India's corporate sector has always played a vital role by funding socio-economic causes, whereas some companies have even gone further to adopting villages and large projects. However, all these efforts are independent and isolated. These can be better promoted and implemented if efforts are jointly carried out. Joint collective efforts can evolve an integrated and consolidated approach towards rural development, involving participation of the community as well, for better execution.

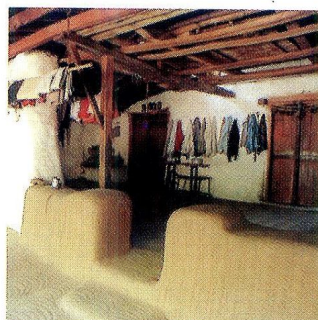
This concept will help in getting good financial resources as well as managerial expertise from the corporates. The industries get involved in activities beyond their business and at the same time, the community too is drawn into the process of development and remains responsive and responsible.

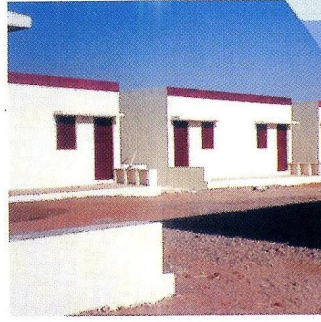
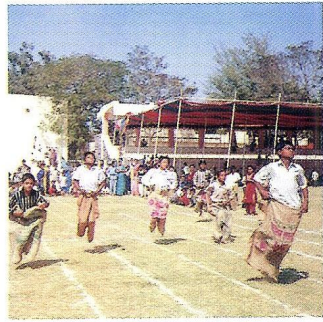
svades

The above ideology gave birth to the Society for Village Development in Petrochemicals Area (SVADES) in 1995.

SVADES is a collective endeavor that binds the industry and rural community together towards effective socio-economic development in the rural areas surrounding industry. It is indeed a unique example of unified action in the corporate sector to contribute to the progress of rural community, their development and social upliftment. SVADES is registered under the Societies Act, 1860, as a voluntary organization set up by the giant public and private sector industries in the Nandesari Area of Vadodara Taluka, in the state of Gujarat, India. Participating industries are :

- IPCL (Indian Petrochemicals Corporation Limited)
- IOCL (Gujarat Refinery)
- GSFC (Gujarat State Fertilizers Company Limited)
- GACL (Gujarat Alkalies & Chemicals Limited)
- GIPCL (Gujarat Industries Power Company Limited)
- GE Plastics India Limited
- Deepak Nitrite Limited
- Bayer ABS Limited
- Ashok Organic Limited





SVADES works in 16 Panchayats comprising of 40 villages, which covers a total population of around 1,80,000. It is backed by the financial assistance of its member industries, community contribution, national and state level funding agencies, and also district, state and central governmental grants.

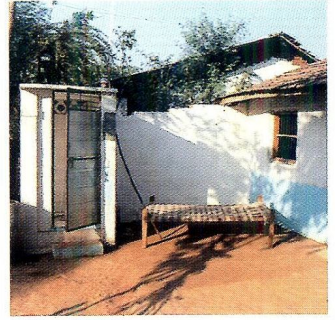
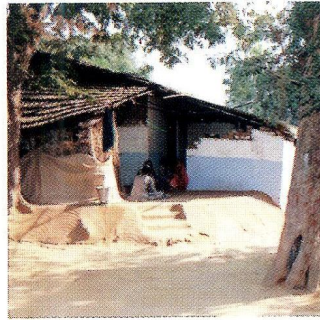
vision

"To improve the quality of life in villages through participation of community and industry".

mission

- To reduce women's drudgery by ensuring water supply and constructing approach roads
- To improve environmental and sanitary conditions by carrying out activities like afforestation, wasteland development, construction of village drains and sanitary latrines
- To give support to schools for overall development of the students
- To provide training for rural youth and women in self employing vocations
- To develop a pragmatic model for village planning, taking into account the process of industrialization and development
- To conduct research in areas of community relations, social changes, waste land development, industrial pollution and water conservation





approach

- Need based, practical and collaborative
- Involving the community at all stages of development, during the planning as well as execution, along with NGO's, government and participant industry
- Conducting thorough village surveys
- Ascertaining and understanding the needs of the villagers through meetings and personal interactions
- Motivating the community to provide both monetary and human resources to execute the plans
- Active involvement of the community during the implementation stage, integrating the programs with the governmental initiatives.

SVADES activities are guided and monitored by a Board Of Governors, comprising of Chief Executive Officers' and Managing Directors of member industries. A Managing Committee also meets every two months to evaluate and monitor the activities. The members of the committee are specialists in human resources, management and operations, including technical fields. Valuable inputs and support are also drawn from The Maharaja Sayajirao University of Baroda.

interventions

SVADES is active in almost all walks of village life. The activities and intervention programmes undertaken till March 2003 are:

village infrastructure development

Major funds of SVADES are directed towards development of infrastructure in the villages, like water supply schemes, construction of roads, and low cost housing facilities.

SVADES has laid 7.5 kms of critical link roads interconnecting 10 villages. These roads are a boon to the villages, especially

during monsoons. Most of the villages have none or inadequate sources of water. SVADES has initiated as well as commissioned village level water supply schemes. Apart from constructing underground water tanks and bore wells, SVADES has laid some 8.7 kms of pipelines in 8 villages, benefiting over 2200 families. Check dams & Recharging Dry Wells are the other schemes on the anvil.

108 houses have been constructed in 10 panchayat villages under the Sardar Awas Yojna, for families below the poverty line.

ecorestoration & sanitation

SVADES has adopted schools for the purposes of plantation of trees and over 12,000 saplings have been planted after fencing 10 schools. School children are imparted ecological environment training and they take up the responsibility of maintaining the plants. The success rate has been 70 to 80%.

Plans are on the anvil to carry out water shed management programmes in the Kotar lands around the villages.

Sanitation is another area where SVADES has many success stories. Sanitary latrines have been made for schools as well as households. 1250 household sanitary latrines and 38 school sanitary latrines have been constructed by SVADES, some of which have been funded by the government agencies. Training is imparted to the beneficiaries, for awareness as well as maintenance.



school support programmes

SVADES covers 45 government schools with a student population of 17,000, from standards 1 to 7. Activities like material support, school library, hobby centers, low cost playgrounds and awareness creation through street plays and puppet shows are undertaken for the students.

"BAL -UTSAV" is held annually to provide the children an opportunity to interact with other schools, and also display their talents in sports, painting, drama etc.

Training and awareness programmes are arranged for the teachers with the cooperation from government educational authorities. A Teachers' Annual Day is also held since 2001. "Teacher's Magazine" in gujarati language with inputs from the teachers is published half yearly. Three low cost playgrounds have been constructed from used tractor, truck & car tyres in three schools.

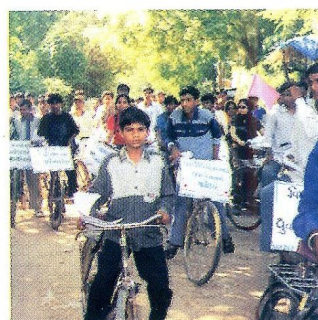
mahila (women)awareness

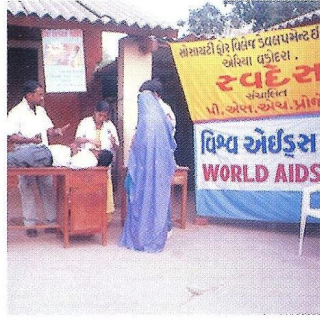
After providing indirect benefits to women folk in the village in the form of sanitary latrines, water and road, women's groups were formed in 2001. Talks supported by exhibitions on social & health related issues are held regularly. Competitions on low cost nutritional diet, housekeeping & healthy baby are conducted. A forum is also provided where Mahila Mandals of all villages get to interact with one another. "World Women's Day" is also celebrated.

youth support activities

Capacity building through vocational training is encouraged by SVADES. Youth develop self-confidence and master the skills through training and vocational programs. 126 youth so far have been trained and many of them earn a reasonable livelihood in various fields like wireman & motor rewinding, radio & TV repair, two wheelers repairs, & beauty parlours. 82 youths have gone through tailoring and laboratory assistance programs and some have steady jobs.

SVADES also organizes functions like "Shramdaan" & "First-Aid Programs" where youth from different villages actively participate. Sports events like marathon race, cycle rally, volleyball, & cricket matches are organized on regular basis to enhance team spirit and unity.



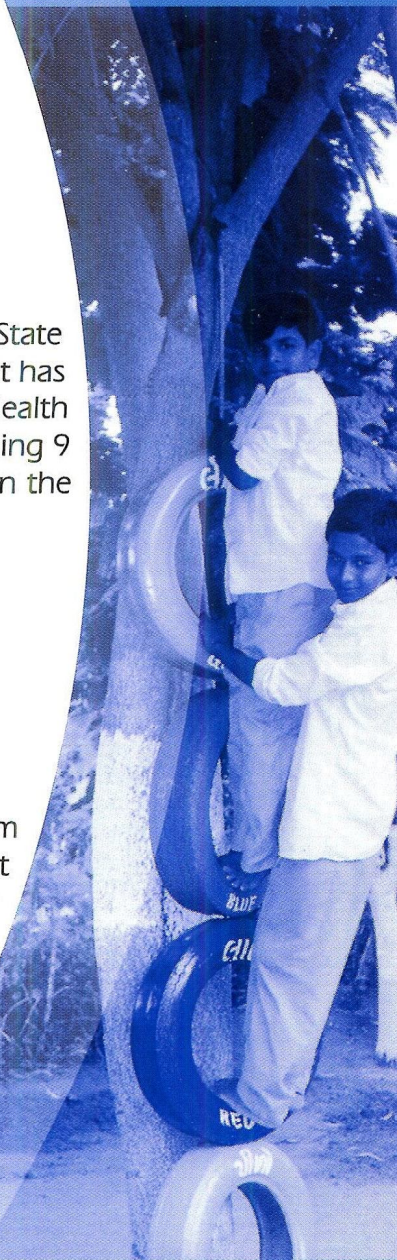


health awareness programme

Under the head of "PARTNERSHIP IN SEXUAL HEALTH PROJECT" granted by Gujarat State Aids Control Society, SVADES has participated in HIV AIDS AWARENESS CAMPAIGN. It has completed the Need Assessment Program along with the first partnership in Sexual Health Project in 2001-02, where the targets were both males and females of the surrounding 9 villages. SVADES has now taken up a second project, which mainly concentrates on the industrial workers from three Industries.

the future

SVADES has unique strengths and achievements in institution building and program management in the rural area. It combines prudent corporate management philosophy with dedicated NGO ideology. Thus, it is fully geared to become a partner in progress with governmental and non-governmental organizations as well as corporates, to expand its activities. The final goal- Improve the "Quality of Life" in the villages.



REGISTRATIONS

Society Act (1860) Reg. No.

GUJ/1141/Vadodara

Public Trust Act (1950) Reg. No.

F/830/Vadodara

Foreign Fund Account No. 041960089

SVADES



- 882, Sector - 1, Petrochemicals Township, Vadodara - 391 345. Gujarat, India.

Phone : + 91 265 226 5401 Tele Fax : + 91 265 226 5404

e-mail : info@svades.org, svades@eth.net

Website : www.svades.org