

Baseline Report of Samruddhi Project Implemented by John Deer plant in Identified Villages of Dewas District, Madhya Pradesh

Background

The Centre for Advanced Research and Development {CARD} conducted a baseline assessment study for the corporate partner John Deer (JD) to assess the status of the population inhabiting the villages surrounding the J D plant to enable to create a baseline mark to study the future impact of activities to be taken – up under Samridhi project to improve the quality of life of the people at large. As a measure of Corporate Social Responsibility (CSR) the JD has undertaken the socio – economic development of peripheral villages as mentioned below :-

The objectives

Followings are the basic objective of the study :-

- Jaitpura Now included in Municipal Corporation, Dewas)
- Jamgod
- Khatamba
- Kankund
- Satbari

The objectives

The details are given below :-

- To highlight the existing socio – economic conditions of the sample villages mainly pertaining to education, health, farm and non – farm occupations, infrastructure both social and economic which ultimately must reflect upon improvement in quality of life of population living within the periphery of J D plant.
- Status of health, education and nutrition level of children and women and eradication of any form of malnutrition if existing.
- All information pertaining to agriculture that helps food security, has been given due emphasis.
- The sample household members have been covered to highlight their access to various socio – economic facilities, their occupational status both primary and secondary and ultimately their income and expenditure status etc.

Methodology

The methodology consisted of collection of secondary and primary information. The details are given below:-

Village Schedule (Secondary Information)

The important items incorporated are :-

- Demography
- Household classification into general, SC, ST, APL, BPL etc.
- Institutional details of the village.
- Status of educated unemployment
- Occupational details of non – farm activities
- Facilities available in the village education, health, animal husbandry, market, cooperatives ration shop, irrigation facilities etc.
- Land use pattern of the village, area and production of principal crops.
- Means of communication.

During end line survey the caste wise details may undergo a marginal change. The ownership of milch animals may increase, number of educated unemployment may decrease and community facility may enhance. Non - farm activities are supposed to expand due to intervention of J D plant. Facilities available in the villages regarding education, health, animal husbandry may expand. Land use pattern may undergo a marginal change by enhancement in net cropped area by better utilization of cultivable waste. Indirect impact may also come in the shape of awareness towards value of work culture. It will be one of the rare achievements of J D plant if it could infuse value of entrepreneurship among the peripheral population.

Household Schedule (Primary Information)

The sample size being 25 percent of total number of household in the village. During the end line survey the same / similar households will be interviewed to assess the impact over a period of time. The following are the main components of Schedule :-

- Basic household (HH) information related to age, sex, main occupation, level of education etc.
- Facilities available with HH like drinking water, toilet, fuel etc.
- Economic status of APL, BPL, Antyodaya.
- Annual income of HH from all sources.
- Use of transport.
- Availability of assets.
- Availability of irrigation facility.
- Area and production of important crops.
- Availability of improved agri practices.
- Change in cropping pattern.
- Information regarding health status and nutrition.

The base line data has been captured in a way so that it helps in establishing change during end line survey. The occupation and education level of HH may undergo a change along with standard of living. The sample HH may use more banking facilities. There is possibility of more households resorting to secondary occupation for enhancement of HH income. A few of the HH may shift to BPL to APL category. More number of households may have two wheelers, agri implements along with livestock. Regarding agriculture profile there may be enhancement in multi cropping and in irrigated area. The sample HH, for initiating new ventures may available financial assistance from various financial institutions. Regarding health parameter the households may be more aware about value of nutritious diet etc