

VIRAT FOUNDATION

&

VIRAT Projects Pvt. Ltd. Company

Welcome and hearty Congratulations to you on the occasion of victory of TRS under your able and dynamic leadership

Sri. K.Chendra Shekar Rao ji

Hon'ble Chief Minister of Telangana State

&

Honourable Ministers and Senior Government Officers

For

**Presentation on Proposal for Implementation of
Sustainable Rural Development Plan (SRDP) - District wise**

**Through the adoption of Holistic and Accountability based one window services and supplies
system of methods**

**Treating each village as a developmental project and as a family for social transformation,
justice & harmony**

“VIRAT” (Village Integrated Resources Augumental Technology)

Humble Request

For Perusal-Synthesis-Right Action by political policy-making authorities.

A programme for realization of dreams of great sals mentioned below.

- ❖ Gandhiji said “Today’s villages are nothing but cesspools, which will be transformed into tomorrow’s Brindavans. People living in there will become knowledgeable and enlightened and will no more be subject to exploitation and cheating-GRAM-SWARAJ
- ❖ Only a decentralized agro-industrial village community can become the back bone of our nation-Pandit Deendayal Upadhyaya ji (Bharatheeya Arthaneethi-page-144), ideologist of Integral Humanism”.

Programme Outline

“ VIRAT”-(Village Integrated Resources Augmentation Technology)

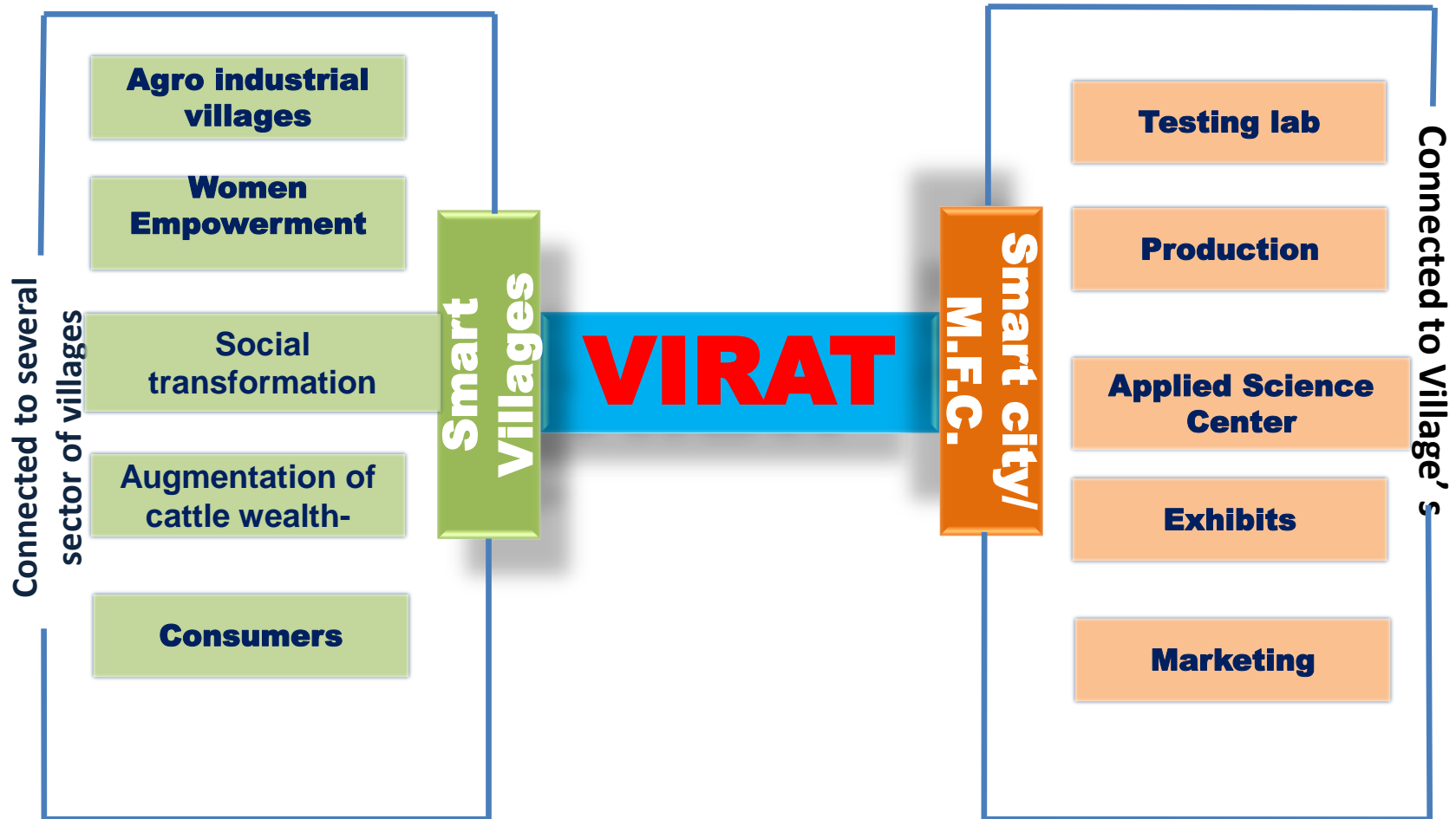
- “VIRAT”-A tool and a vehicle in realization of a part of an ideology-“Integral Humanism”-Gram Swaraj.
- “VIRAT”-Programme for total revolution/***Sampoorna Kranthi***.
- “VIRAT”-Programme with *Holistic and Accountability methods and facilitation/coordination culture at all levels*.
- “VIRAT”-Programme initiation with identification of route cause of Maladies of rejection tendencies of rural vocations,exodus to Urban centers,farmers suicides and terrorism etc facing the Nation for a long time-spell out their horoscope of past,present Status and potentiality for future growth through village wise Microplanning, a part of confidence building and for preparation of master plan for each village as a developmental project and a family for Social Transformation and Harmony.
- “VIRAT”-Programme with participatory methods for involvement of all the concern and playing main role by the bottom level beneficiaries/Villagers.
- “VIRAT”-Programme with sustainable and cow centric developmental practices methodology.
- “VIRAT”-Programme with organized and decentralized methods.
- “VIRAT”-Programme for empowerment of rural community as well as Womenfolk-solution to all types of corrupt & evil practices in vogue and village will be transformed as a strong and stable foundation of our polity-pyramid.
- “VIRAT”-Programme for re-establishment of respectability and dependability/ profitability on sustainable basis of rural vocations.

- “VIRAT”-Programme for eradication of inequalities, insecurities, inferiorities and superiorities-Dignity of labour,workculture,social Transformation and Harmony with need based and justified distribution of wealth on the lines of all are one family.
- “VIRAT”-Programme for attraction of funding & insurance agencies, processing & export houses and scientific community-Rural sector is Harmonious,safe and profitable avenue comparing to other sectors.
- “VIRAT”-Programme with scientific application of Science & Technology,adaptation of appropriate technologies and practices for modernization of rural vocations especially farming practices-Maximization of productivity and production levels on lesser cost and improvement of profitability for producers and availability of goods for consumers on affordable prices.
- “VIRAT”-Programme for eradications of middlemen exploitations and adulterations at the time marketing of inputs and outputs of rural sector-Through a methodology of sample display system at the time of wholesale marketing linked with grading & packing and warehousing & coldstorage systems including keyloan facilitations by banks.
- “VIRAT”-Programme to re-establish rural community as an organized community-Village wise and district wise with a slogan of “Hamara Zilla-Hamari Duniya”.

- “VIRAT”-Programme for environmental upkeep and maintain ecological balance.
- “VIRAT”-Programme for setting a new trend to convert agro-sector into prime industry.
- “VIRAT”-Programme for collaboration of all walks of society like charitable,spiritual,social and political etc...to re-establish vedic way of life and living and “Bharath As Annapoorna”-A need of the day.
- “VIRAT”-Programme with a slogan of back to village for Healthy & Harmonious and peaceful living.

Smart City/M.F.C. & Smart villages

Block Diagram



Smart Villages

**Master Facilitation Center's
– (M.F.C's/Smart cities).**

Role of Government - In successful implementation of Sustainable development programme "VIRAT"

- a) Heartfelt political will-For political policy making authority.
- b) Suitable political policy formulation to involve, participate on the basis of partnerships of all concerned.
- c) Suitable administrative reforms from village level to state level linking with a system of co-ordination, accountability and time frame.
- d) Declaration of attractive incentives, confidence building and investment safety measures for private sector capital investments including FDI and Scientific community- for creation of required supportive infrastructure of VIRAT programme at District Headquarters to village levels.
- e) Declaration of urban –Rural linkage through district level "SMART-CITIES" declared and to be started by the union Govt. to transform present villages into "SMART-VILLAGES" as in the developed countries.
- f) Govt. shall act as responsible facilitator, co-ordinator and monitoring authority on partnerships basis with private sector associates and village level beneficiaries and acting village panchayat as local Govt.

- ❖ Micro- planning programme is the key for holistic & sustainable development programme of “VIRAT”. Funding facilitation for Micro-planning and preparation of village wise Master plans shall be by the Govt. responsibility, through Govt. funds or corporate sector/CSR Funds only. But conduction of science & Technology based feasibility studies and preparation of village wise master plans / Micro –planning, revealing horoscope of their potentiality for future prosperity including their present status shall be through accountability based super specialty scientific community only.

Detailed programme will be explained through power point presentation and at the time of entering into MOU.

“VIRAT” In perspective

STREAMLINED WHOLESALE MARKETING FOR INPUTS AND PRODUCE/ PRODUCTS OF RURAL SECTOR - ERADICATE THE EXPLOITATIONS BY MIDDLEMEN IN VOUGE

1. The district level supportive infrastructure centre called “Master Facilitation Centre” (MFC) would provide working space/ business place on sale/ lease basis for sciences & technology professional groups, quality testing labs for inputs and outputs, soil, water including mobile grading and packing, warehousing & cold storage, deep freeze container facilities, sample display whole sale marketing shopping complex for inputs & produce/ products and air conditioned shops for perishable produce of rural sector, traders and commission agencies and export houses, coordinated by market intelligence & watch centre having network at the State/ National/ Global level. It would be run on commercial lines.
2. Based on the village-wise master plan, prepared by super specialty expert professionals, viable and manageable segments would be formed. The farmers in that segment would organize themselves as a self-help group/ producers society with the help of the professional coordinator who is a representative of accountability based consultancy organization. The consultancy organization is available at “Master Facilitation Centre” in the district headquarters. The organization appoints a village coordinator to head the Village Coordination Centre (V.C.C) with the entire necessary infrastructure. The executive committee of the society would be responsible for finalization of consultancy, appointment of and payment for their services, creation of necessary common infrastructure, inputs and produce marketing, arrangement of necessary common infrastructure, inputs and produce marketing, arrangements of necessary finances and insurance and repayments and payments of premiums. They will also initiate & pursue insurance claims for the damages to the crops if any.

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3. Thereafter, accountability based consultancy organization would prepare a Detailed Project Report (D.P.R) which includes costs, estimations, cropping systems suitable to local climate, resource availability, local practices and market demand. Based on this report, patternised cropping systems- mixed cropping, mixed farming, mono cropping etc,- would be evolved and implemented. Thus sciences & technology inputs based on D.P.R. would be utilized under the guidance of subject specialists of the consultancy through their coordinator on a continuing basis including on the job training with the involvement of individual unit holders/ farmers and the society.
4. Inputs would be purchase in bulk from the production/manufacturing point after selection at the district sample display marketing centre called “Master Facilitation Centre” on guarantee and agreement basis by the executive committee of the village level Society including accountability-based consultancy organization on behalf of member –farmers of the Society. This would avoid the present practice of adulteration and exploitation by middlemen at the time of input marketing – a major reason for the unprecedented suicides committed by farmers.

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5. Primary processing, grading & packing, unit /farmer-wise labeling & numbering, (for quantity and quality) and inputs storage would be taken up at the segment level as a common infrastructure of the society- including air-conditioned room for perishable produces- under the guidance and presence of the consultancy coordinator, representative of the society. These facilities for the produce would be created within the premises of the society/ village . The practical work mentioned above would be done by individual unit holders/ farmers along with on-going farm practices on their own responsibility and accountability. Graded stocks would be sent to storage, cold storage system. From those stocks grade wise samples would be sent to sample display wholesale marketing centre on commission basis for their marketing services at district level called “Master Facilitation Centre”. The storage and cold storage facilities would be within the village or between a cluster of villages based on viability and demand by entrepreneurs or producers’ Societies themselves. The banks would provide stock loans for the stocks of society-members as per their individual needs and requirements based on bankers\ norms and controls. The stocks would be dispatched on order after finalization of the price and payment guarantee involving bankers. And/ or they would be dispatched to the processing industries as per prior agreements. The finalizing authority would be executive committee of the concerned produces society including accountability-based consultancy organization intimating concerned owner of the produce/ products. Both are jointly responsible and accountable for the members of the Society. **This would facilitate best returns by avoiding exploitation by middlemen. Bulk display –based marketing practices in vogue at present are being used by exploiters to create a vicious circle around unorganized farmers/ producers.**

The system mentioned above would transform the rural sector into a organized sector. It would maximize quality and productivity and income level. It would attract entrepreneurs finance & insurance organization on commercial lines like any other promising sector . It would solve all the problems facing the agriculture/ rural sector presently. As a result, the agro sector would able to face the challenge of global competition.

23rd November 2014-www.sakshi.com, Article
by K. Ram Chandra Murthy
News Paper Clipping

ప. సంక్షేమ
పథకాలను రద్దు చేయడం ద్వారా పేదలకు మోదీ దూరం అవుతారని, హిందూత్వ
విధానాలకు ప్రాధాన్యం ఇచ్చి ముస్లింల ఆగ్రహానికి గురవుతారనీ, కార్మిక చట్టాలను
సరళతరం చేయడం ద్వారా కార్మికులకు కోపం తెప్పిస్తారనీ కాంగ్రెస్ నాయకులు
అంచనా వేస్తున్నారు. ఈ కారణంగా పేదలూ, ముస్లింలూ, దళితులూ తిరిగి తమ
పార్టీ పరిష్కారంలోకి వస్తారని ఆశిస్తున్నారు. అంతేకానీ సంపద సృష్టించడం
ఎట్లానో, కొత్త తరం కోరుకుంటున్న సుపరిపాలన అందించడం ఎట్లానో, అవినీతి
మరక లేని వారికి పార్టీలో స్థానం కల్పించడం ఎట్లానో ఆలోచించడం లేదు. అన్ని
రాష్ట్రాలలో అవినీతిపరులుగా, అసమర్థులుగా పేరుమోసిన నాయకులే పార్టీని
నడిపిస్తున్నారు. నలభై ఏళ్లలోపు యువకులు పార్టీలో కనిపించరు. వామపక్షాలలో
కూడా అంతర్వీక్షణం మొదలైంది. హైదరాబాద్‌లోని సుందరయ్య విజ్ఞాన కేంద్రంలో
పది వామపక్షాల నాయకులూ కూర్చోని వామపక్ష సానుభూతిపరుల, మేధావుల
అభిప్రాయాలు అడిగి తెలుసుకున్నారు. భాజపాను ఓడించి అధికారంలోకి రావా
లంటే కాంగ్రెస్ కానీ వామపక్షాలు కానీ ప్రత్యామ్నాయ రాజకీయాలనూ, సరికొత్త
అభివృద్ధి వ్యూహాలనూ ప్రతిపాదించాలి. ఆ పని చేయకుండా పాతపాటే పాడుతూ
కూర్చుంటే నవతరానికి అర్థం కాకుండా వ్యర్థమై బుట్టదాఖలైపోతారు.

News Paper Clipping

గురువారం | అక్టోబర్ | 16 | 2014 | www.sakshi.com



వ్యవసాయ విధానాల్లో

మౌలిక మార్పు రావాలి: ఎఫ్ఎఓ

వికారాజ్య సమితికి అనుబంధమైన ఆహార, వ్యవసాయ సంస్థ (ఎఫ్ఎఓ) వైఖరిలో ఇటీవల స్పష్టమైన మార్పుచింది. ప్రపంచవ్యాప్తంగా వ్యవసాయ పద్ధతులను ఆరోగ్యదాయకంగా, చిరకాలం ఆధారపడదగినవిగా మార్చడానికి ప్రభుత్వ విధాన నిర్ణీతలు దూరదృష్టితో చర్యలు తీసుకోవాలని ఎఫ్ఎఓ పిలుపునిచ్చింది. ఎఫ్ఎఓ డైరెక్టర్ జనరల్ జోన్ గ్రజియానో డ సిల్వ ఇటీవల ఒక సమావేశంలో మాట్లాడుతూ ఇలా అన్నారు: 'ఖరీదైన ఉపకరణాలను, అధికంగా ప్రకృతి పనరులను ఉపయోగిస్తూ వ్యవసాయోత్పత్తిని పెంచే వ్యవసాయ నమూనా(ఇన్పుట్ ఇంటెన్సివ్ మోడల్)పై ఇక ఏమాత్రమూ ఆధారపడలేం. దీనికి పరిమితులున్నాయి. సాగునీరు, రసాయనాలను తక్కువగా ఉపయోగిస్తూ ఉత్పాదకతను పెంపొందించడమే ఇప్పుడు మన ముందున్న అతిపెద్ద సవాలు. అన్ని దేశాల వ్యవసాయ విధానాల్లో ఈ దిశగా 'మౌలిక మార్పు' రావాలి.



'వ్యవసాయక ప్రజాస్వామ్యం' కావాలి
వికారాజ్యసమితి ఆహార హక్కు ప్రత్యేక ప్రతినిధి ప్రొఫెసర్ హిలల్ ఎల్వెర్ ఇలా అన్నారు: 'వ్యవసాయక ప్రజాస్వామ్యం' తేవాలి. ప్రపంచ ప్రజలకు 70% ఆహారాన్ని అందిస్తున్నది చిన్న రైతులే. అయితే, ప్రస్తుతం వ్యవసాయ కంపెనీలకే అత్యధిక సబ్సిడీలు అందుతున్నాయి. ఈ అసమానత పోవాలి. చిన్న రైతులకు, ముఖ్యంగా గ్రామీణ యువతకు ప్రోత్సాహకాలను, కొత్త అవకాశాలను ప్రభుత్వాలు కల్పించాలి. పెరుగుతున్న డిమాండ్కు తగిన విధంగా వ్యవసాయ దిగుబడులను పెంపొందించే సత్తా ప్రకృతి వ్యవసాయ పద్ధతులకుందనడానికి శాస్త్రీయమైన సరికొత్త రుజువులున్నాయి. అంతర్జాతీయ కుటుంబ వ్యవసాయ సంవత్సరం-2014 సందర్భంగా ఎఫ్ఎఓ వైఖరిలో వచ్చిన ఈ మార్పు చిన్న, సన్నకారు రైతుల ప్రయోజనాల పరిరక్షణకు ఉపకరిస్తుందని చిన్న రైతుల క్షేమం కోరే 70 మంది వ్యవసాయ నిపుణులు హర్షం వ్యక్తం చేయడం విశేషం.

What is “VIRAT” (An innovative /About -turn programme , in showing the right path to eradicate the maladies, accumulated by past, a world of illusion from decades in the country, and attain future glory – “Bharath as Annapoorna” through Corporate Accountability based & Holistic - Agro Servicing system which is so suitable in letter & sprit in realization of food security bill passed by the Govt...)

Aims & Objectives	Ways & Means -Ideals / Models
<ul style="list-style-type: none"> • Creation of Agro Industrial Villages GRAMA-SWARAJ • Collective / Community Spirit amongst all villagers Dignity for rural avocations, arbitration/ Judicial system at local level itself • Communal harmony-social consciousness • Confidence in rural life for present and future generations and using soil fertility improvement measures towards organic farming practices. • India to be the rice bowl/ Annapurna for the world • To prepare the rural community to win over the challenge given by the NEO feudalistic giant of corporate or contract farming in the mask of globalization and food industry 	<ul style="list-style-type: none"> • Organized & decentralized • Creating suitable systems, supportive Infrastructure facilities /Agro-tech corridor/MFCs. • Identifying and Codification of integrated resources- a part of Micro-planning and preparation of village wise Master plans. • Dignity of labour on SHGs and work contract basis and adequate remuneration linked with skills improvements and accountability introducing a system of family type management • Work culture & spirit of enterprise • Remove all types of Exploitations and adulterations • Labourasation- Performance & Productivity on Self employment system • Opportunities for training, Self Employment and growth • Showing working models • Accountability • Quick and responsive • Consensus bodies at local/ village levels

Solutions Through Successful Implementation Of This Sustainable Rural Development Programme-"VIRAT"

- A) Problem of degradation of respectability for farming sector & farming community – solution through social transformation & confidence building activities for reestablishment of social harmony and attraction of all concern like investors & technology towards Agro-Sector a prime industry and a profitable avenue as par as to any other sector comparatively.**
- B) Problem of present un-employment at rural areas – Solution through creation of abundant employment throughout the year in their villages by creation of each village as an Agro and Handicraft based industrial estate/Smart village/Grama Jyothi.**
- C) Problem of inequalities & insecurity and exploitation of labour of work-force, resulted to irresponsibility and dejection tendencies on the farming works by the work-force and exodus to urban centers – Solution through SHGs based contractual system of methods for all works, linked with skills improvement training system & accountability towards dignity of labour and work culture with sustainable remuneration as par to any other promising sector on self employment and family type management lines.**

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- D) Problem of exploitations by middlemen at the time of marketing for produces & inputs as well as at the time procurement of required finances and insurance claims including anti-social elements-solution through creation of organized sector & empowered community with social harmony including improved bargaining power as per above mentioned programmes and providing required supportive infrastructure facilities at district & village levels of “VIRAT” programme by the adoption of sample display whole-sale marketing system at the time of marketing of produces & inputs of Rural-Agro sector.**
- E) Problem of low productivity & high cost of production and unhealthy produces-through village wise planning and Parliament constituency /district wise programme on scientific application of appropriate science and technology by holistic & accountability based consultancy services & supplies of “VIRAT” which is an important programme in maximizing productivity of soil, water , person and preservation of soil fertility with appropriate practices on lesser cost & healthy food production towards realization of organic farming practices and a need of the day**

F) Problem of present vicious circle of polity which is a field of nobody is happy and a dangerous situation to democracy- Solution through organized & empowered community of VIRAT programme, setting a new trend of invitation and red-carpet welcome and come forward contributing all the regular preliminary expenses and also at the time of electioneering by villagers /Rural community for real political leaders and political parties as well with a slogan of Back to Village for healthy & peaceful living in a harmonious environment of village life with abundance on all aspects especially in a period of entire world is one village, which is specialty of 21st century of opportunities .Thus utilizing all the opportunities and successful implementation of this programme “VIRAT” in the Parliament constituency /district/State will become a model to replicate in the entire state/country for the demonstration of reality -“Bharath as Annapoorna” and forefront leader of the world towards “Vasudhaika kutumbakam”.

Fore word

Reforms can be fruitful only

- When they are comprehensive
- Coupled with accelerated pace of implementation
- Quick decision making & innovative thinking
- Extraordinary courage of conviction of the decision-maker
- Requirement of unprecedented political decisions by the top level leadership is the need of the hour for setting a new trend - ***in heralding a new era.***

This creates History

One Word

- ❖ We all know that, in the whole world, only human-beings are the eligible species to know the reality and reach the divinity through their individual effort for en-flourishment with the support of proper social systems called "Dharma"-in relation to social order.
- ❖ In-perspective of the social system/"Dharma" will be re-established only through Dharma Rajya.From the family level to the global level-a change for the better or worse at any time depends upon the quality of leadership.
- ❖ Generally , in societies which are degenerate ,the Government becomes all-powerful . Thereby, all the powers are centralized. That alone is the root cause of all distortions.
- ❖ Is a good society created by a good government? Or, is a good government formed in a good society?
- ❖ The responsibility and accountability of creating a good society should be taken up by the present government, which have removed the previous government, it is the responsibility and accountability of the government to direct the creation of a good government through appropriate reforms, through decentralization of power linked with co-ordination and accountability based system at all levels ensuring participation of all sections of the people which is also a dream of great soul pundit Deenadayal upadyayaji an ideologist of Integral Humanism , and through giving some incentives in the early stages. Only after that can the process mentioned above would be consolidated. Through good leader-ship can be established good government and there after good society. That is Dharma Rajya. This is the voice of the Rishi/voice of the wise.

LET THOUSAND FLOWERS BLOOM

cont..

Dharma will guide the people to lead the Bharatheeya/ *Vedic* way of Life

In the whole world, Dharma is a term which is used frequently only in Bharath. The term Dharma can be interpreted in different ways, word Dharma is depending upon the context. A concise definition of Dharma in the social context-Dharma is the Super system of social, political, economical and spiritual systems-transparent, qualitative, integrated, united and active-Governing all activities and actions of all individuals and institutions to nurture, protect and en-flourish all human beings and lead them to the ultimate goal of godliness. “*Abhayam*” is the first and foremost quality of godliness described in Bhagavat Githa by Lord *Sri. Krishna*.

“DHARMO DHARAYATE PRAJAH” – *That which sustains
the society is dharma.*

A “World of illusion”-a pathetic situation facing the Nation from decades .

- ❑ Due to defective systems of life less and direction less from decades in the country in vogue, which is resulted to *adharma*, abusing each other and escaping practices for all concerned staring us in the face.
- ❑ Dismantle “*adharma*/insecurity/egoistic” - governance of centralized, governamentalized, compartmentalized, and irresponsible so called developmental activities/practices with top-down methods in vogue. Resulted the problems of exploitation by middlemen and corruption by concerned authorities - Lead to terrorism, Farmer’s suicides, dejection of farming sector by un organized/disorganized farming community and exodus to urban centers which is a dangerous situation for food sector and lead to enormous growth of urban slums and another example of recent history of Russia - staring us in the face. Hence we can neglect the rural Agro sector only at our peril.

“Integral Humanism”- a compass towards “Vasudhaika Kutumbakam”

- why “VIRAT”- The word “VIRAT” initially an abbreviation and a need of the day programme/stream lined system, which is mentioned in the first slide and ultimately in – perspective of SANSKRIT word *virat* towards divinity through re-establishment of “Dharma & Abhyam”.
- Adopt “*Dharma & Abhayam*”- perspective governance of holistic, decentralized, participatory, partnerships, transparency and accountability based practices with bottom-up methods on organized & de-centralized lines, treating each village a developmental project and as a family for social transformation & harmony , creating an organized community, and district as an operational unit for accountability based holistic services.
- Sustainable Rural Development –A peoples movement with the involvement of all walks of life in the society.
- Converts the districts/ Parliament Constituencies into a model, to be emulated by all other districts and states in the country.
- “We live in a fantasy world, a world of illusion from decades in our country .The great task in life is to find reality”-“Integral Humanism” as a compass shows the way to reality and VIRAT as a tool and a vehicle for the demonstration of reality-“Bharath as Annapoorna”
- After lot of independent trials, we realized these models can be fruitful only when supported by the political system based on similar ideology which is to be demonstrated as a science.

“Back to village –Fight Poverty”

Empowerment of Rural Community

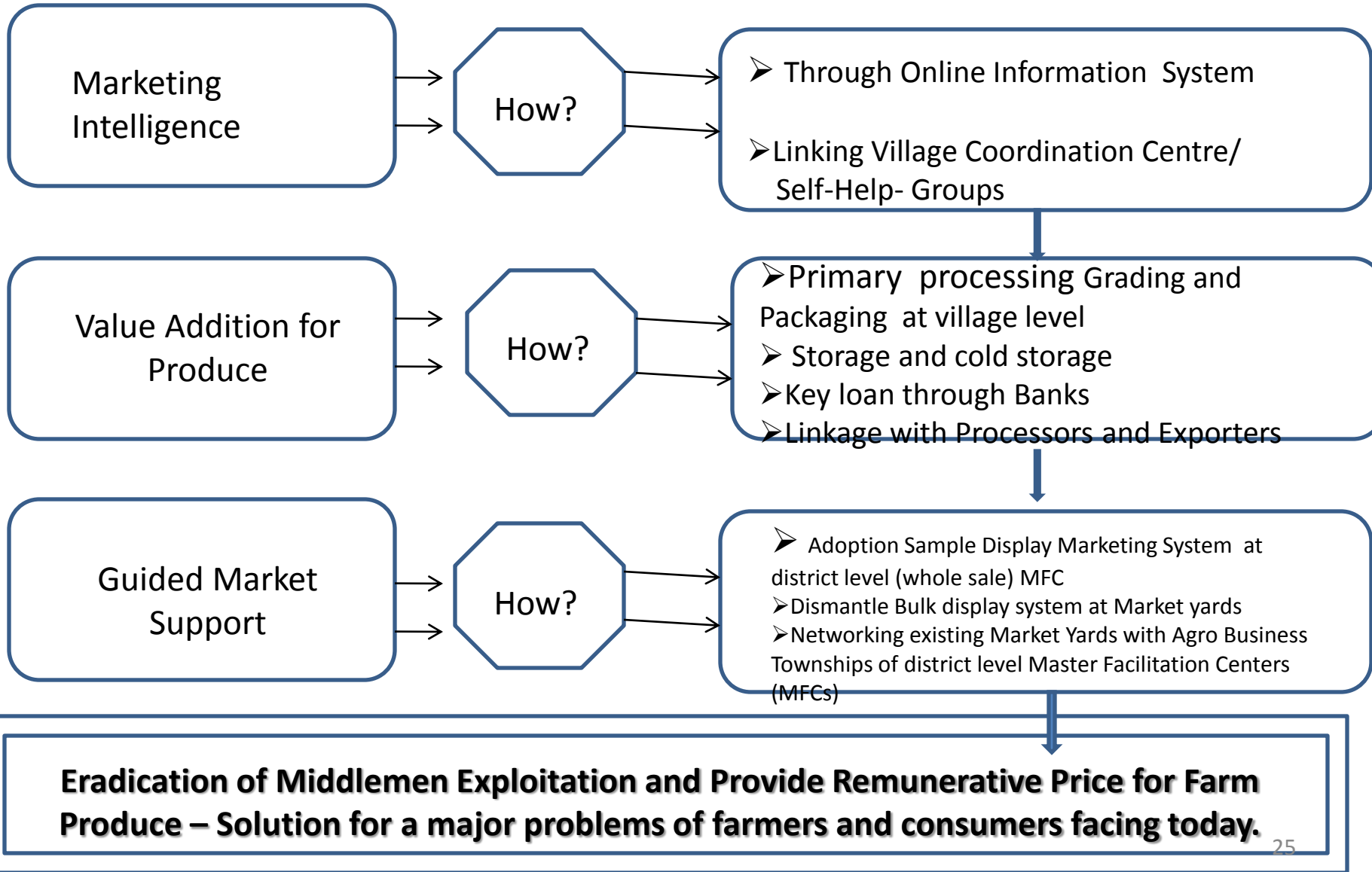
“VIRAT” Approach – Past Glory

1. The rural areas in our country were not only self-sufficient but also self reliant with wealth and prosperity, where honey and milk were flowing.
2. The people were living with happiness, harmony and peace in Indian village, which was considered to be not only “*Gram Swaraj*” but also “*Gram Suraaj*”.
3. This situation has drastically changed over centuries due to a variety of socio-political factors-disrupted ~~DHARMA~~ and established “~~ADHARMA~~” /dis-organized crowd /live less system.
4. The situation has not improved even after independence because of not identified the root cause of the disease of disruption of system/~~DHARMA~~ . Some model villages are developed at various places in the country but not reflected even at their neighboring villages, because model villages are not a system, which is compulsorily requirement including required political policies. For example: Like Sri Anna Hajareji’s village, that gentleman is struggling for about 30 years but neighboring villages are as is where is, why?
5. “VIRAT” as a tool & a vehicle through a programme with stream lined & Holistic system and also having replicability to emulate others in the light and a compass of “Integral Humanism” for realization of GRAMA SWARAJ and creation of Agro-Industrial villages community with in 6 years time frame of given districts /states with the involvement of all sections of the society as a peoples’ movement. which is a need of the day-Re-establishment of Bharath as Annapoorna”.

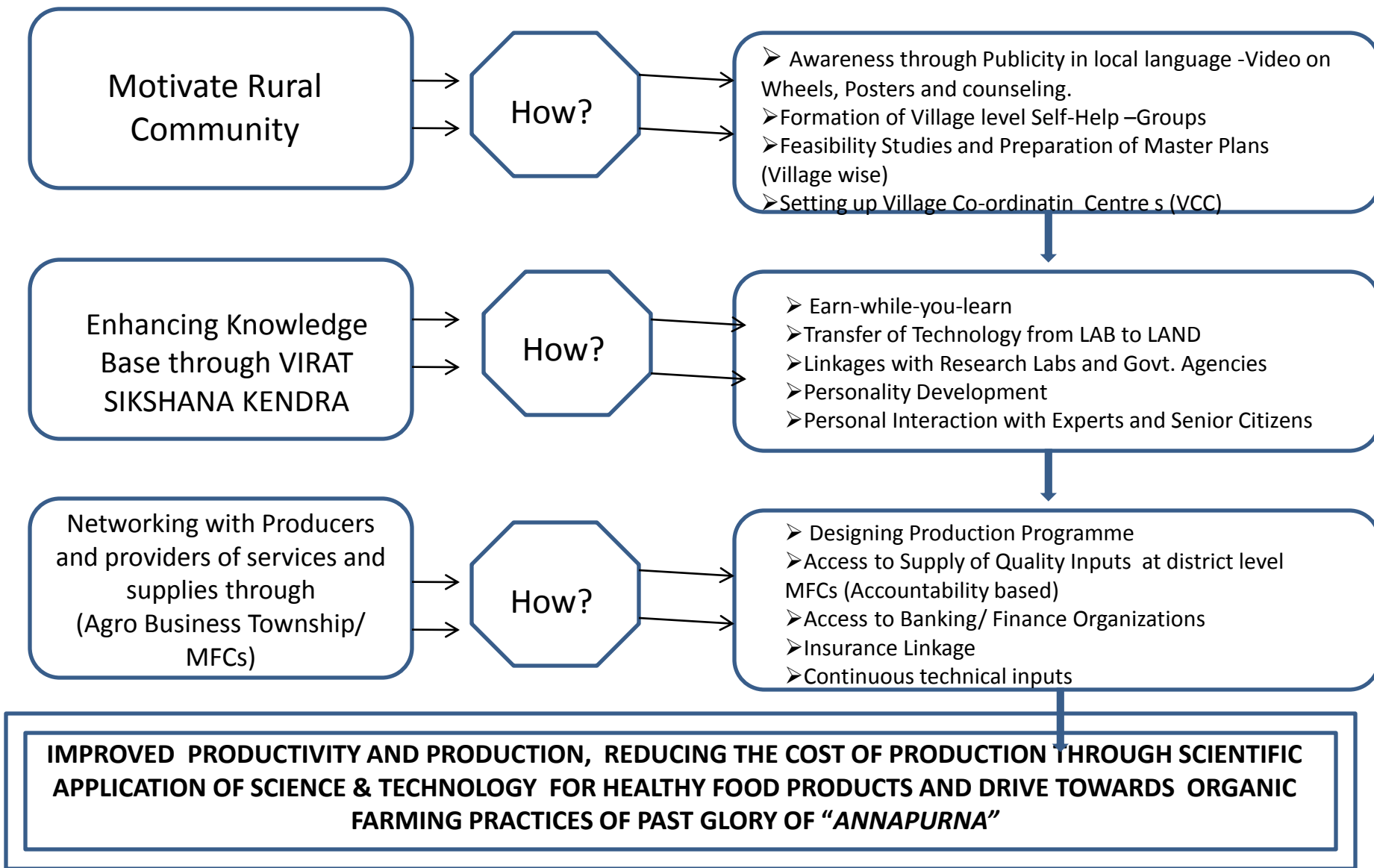
Required Supportive infrastructure for Operational Excellence and acceleration of Sustainable Rural Development

- a) District/Parliament constituency level Master Facilitation Centre (MFC) plus a **SMART CITY** (proposed by Govt..of India) also can be linked up which will be more useful for the involvement of all sections of the people towards urban & rural linkage .
 - b) District level Practical training and demonstration farm at suitable location in the district.
 - c) Cold-storage systems at suitable locations as per the requirement in the district.
 - d) Ware-housing systems at suitable locations and as per requirement in the district
 - e) Minor & micro irrigation systems at village level
 - f) Non-conventional energy generation systems like solar power, wind power, bio-gas etc., at village level
 - g) Primary processing, Grading and packaging establishment of agri produces at village level
 - h) Agro based processing industries at suitable locations in the district
- ❖ Required capital investment for the above can be attracted through investment safety measures and required amenities for confidence building and with some tax exemptions as incentives by the Govt. to the concerned investors, who ever interested whether they are within the country and (or) outside the country for the noble cause of “Bharath as Annapoorna”

STREAMLINED MARKETING CHART



PRODUCTIVITY IMPROVEMENT CHART



OUTCOME OF “VIRAT” PROGRAM AT A GLANCE

Specific Advantages to different Stake Holders

- 1. To the Farming community:** Confidence building and hope for better future which is the need of the hour to discourage extremism, suicides and dejection tendencies on their avocations during first six months itself, revealing their provisions and potentialities as horoscope. Change of mindset and consolidation in the next 12 months through demonstration and accountability based holistic services and supplies on continuous basis for productivity improvement and remunerative prices.

2. **To the Political parties:** Setting a new trend to leadership development through a healthy and competitive spirit, with eligibility and capability, nourished and controlled by the society, realizing the principle “One for all and all for one”. This is achieved by the parties cadets through liaison services for developmental programs, market intelligence and market watch and eliminating exploitation by middlemen and resolving internal and external disputes through participatory arbitration, strengthening the democratic set up, making the village the strong and stable foundation of our polity- pyramid in the organization of the party-setting a new trend and a new culture can be aroused in which the leader too is nourished in the process of uplift of society and can evolve real ideologically committed leadership and wipeout unhealthy competition, based on lust for power - solution to overcome the problem facing today the political parties , especially at the time of selection of candidates for elections.

Cont.

3. **To the Govt.:** Establishment of feeling in the hearts of the rural community in 18 months that the Govt. is eligible and capable and in 3 years consolidation of the above feeling in all section of the society, through marketability and remunerative prices to the produces eradicating middlemen exploitations and supply of quality inputs and essential commodities to the farmers and consumers at affordable prices, creation of abundant employment, fulfilling the ambitions of any pro-people govt. and abundant income generation through taxes in the bubbling economy.
4. **To the Corporate and Investors:** A return of more percentage comparatively to any other investments on the initial capital investment for district level supportive infrastructure and other activities after fulfilling their corporate social responsibility.

5. **To the Scientific Community:** Senior expert professionals will be benefited to serve the Rural Community (through marketing their services) fulfilling social obligations at least in the latter part of their life, association with the fresh and young professionals to mould their carrier in the Rural without migrating to urban areas molding (fresh & young) into self-employed professionals-Solution for un-employment problem of qualified graduates facing today.
6. **To the Voluntary & Charitable Organizations:** Proper routing of their funds and services at village level through the organized system for social transformation and facilitation.
7. **To the workers groups :** SHGs based contractual systems being implemented for all works linked with skills improvement, commitment and responsibility, ensured with dignity, and on the lines of family type management culture. Thereby , security for one and all in the village with social transformation and harmony. And the village gets progressively converted into a agro-industrial village with all modern comforts through the transformed agro-industrial activities including allied farming and non-farming/handicraft avocations at each home and farm unit.

8. To the General Public: Life in a healthy and harmonious society with abundant availability of necessities at affordable costs and markets for their services and produce at remunerative prices on sustainable basis- “REVITALIZE BHARATH AS ANNAPURNA”

- ❖ *Gandhiji said, “Today’s villages are nothing but cesspools, which will be transformed into tomorrow’s Brindavans. People living in there will become knowledgeable and enlightened and will no more be subject to exploitation and cheating”*
- ❖ *Only a decentralized agro-industrial village community can become the back bone of our nation - Pandit Deendayal Upadhyaya ji, “Ideologist of Integral Humanism”*

“SARVEJANA SUKHI NO BHAVANTHU”

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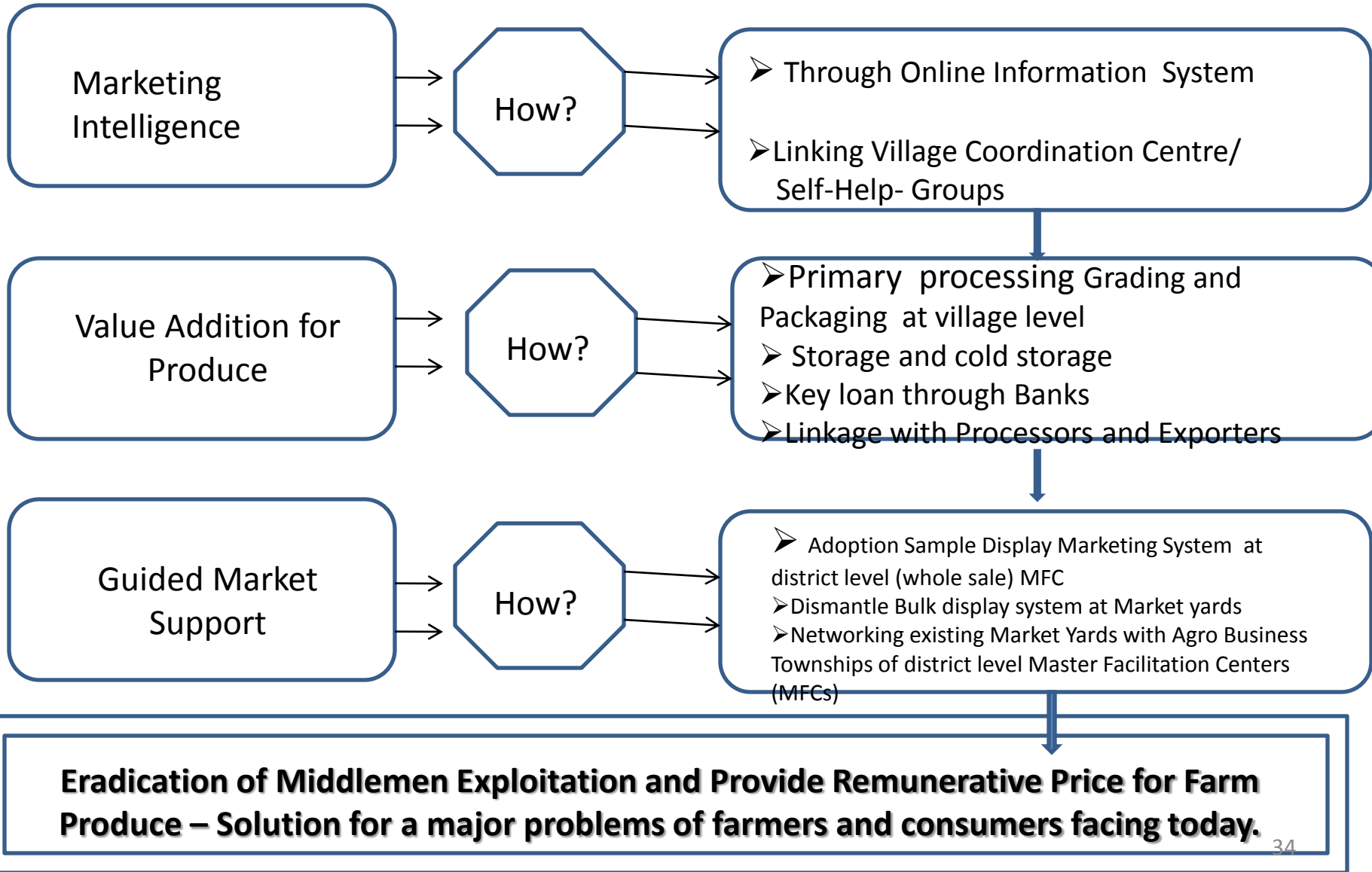
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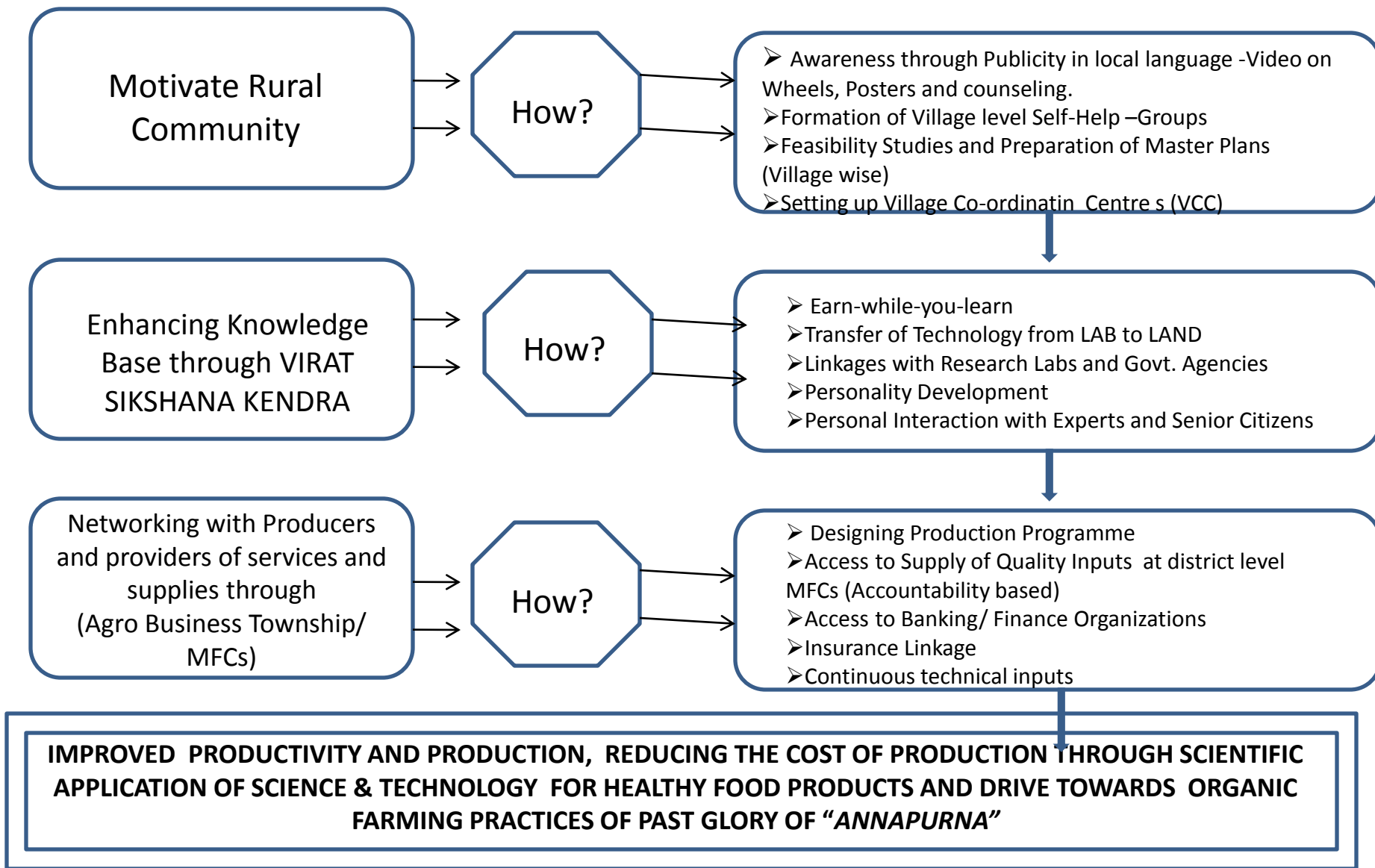
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“Back to village –Fight Poverty”

STREAMLINED MARKETING CHART



PRODUCTIVITY IMPROVEMENT CHART



Expected Achievement

VIRAT strongly believes that under
Your innovative, Able, Active and Dynamic Leadership
Through
Successful implementation of VIRAT Programme

- ❑ BHARAT shall be in fore front among the countries of the world for healthy food production and supply to the man kind as Annapoorna towards realization of **INTEGRAL HUMANISM** –“**VASUDAIKA KUTAMBAKAM**”
- ❑ Your Leadership will Fulfill the objective of making Bharat an Agricultural Super Power and Re-establishment of “**BHARAT AS ANNAPOORNA**”
- ❑ Actualization of “Gram Swaraj “- Dream of Gandhi ji

Cont..

- ❑ Realization of –Only a de-centralized “agro-industrial village community can become the backbone of our nation - making the village the strong and stable foundation of our polity pyramid” –Dream of Pandit Deendayal Upadhyaya ji
- ❑ Ultimately realization of sustainable rural development and empowerment of rural community -transforming rural sector into an organized sector.
- ❑ And the culture of consensus in the village life shall be established which was a way of life in a glorious period of Bharath and also in the kingdom of PROPHET MOHAMMED SAAHAB

OUTCOME OF “VIRAT” PROGRAM AT A GLANCE

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“SARVEJANA SUKHI NO BHAVANTHU”

VIRAT PROGRAMME At A GLANCE

On the Road to Development -Sustainable Rural Development Plan (SRDP)- District wise

Concept: Micro planning is the primary programme treating each village as a project for sustainable development, as a family for social transformation & harmony and district/Parliament constituency as a operational unit for accountability based holistic services. Problem analysis, Village Master Plan, Self-help, Knowledge - Society, Technology- Transfer, Input-Supply, Advisory -Services, Processing, Marketing-under accountability based single window services & supplies system.

Goal : Sustainable Rural Development – Creating rural sector a profitable avenue / as a prime industry as par to any other sector.

Objectives: Enhancing Productivity, Employment Generation for about 300 days/ individual/ year, sustainable Income as par to other avocations, Creation of Knowledge Society, Entrepreneurship, Public-Private-Partnerships, Peoples movement, Transformation of society.

All work together by supporting each other but everyone on their own and all are interlinked & interdependent

Cont.

Virat Foundation & Virat Project Private Ltd. is championing cause of Rural India . The present scenario of the country has been thoroughly studied by an integrated multi disciplinary team of experts. Various aspects of the economy of India have been studied with the available data sources.

Based upon the analysis of the above scenario a model plan for development of a district in India is developed which can be replicated with necessary adaption to suit the local environment for every district in India. This is an integrated, comprehensive and holistic plan for sustainable development.

Objectives of the Model Plan

- a) To enhance the productivity per unit of land, water and person in agriculture and allied sectors.
- b) To raise the employment potential for the able bodied persons to a minimum of 300 day in a year
- c) To improve the income of the people in the rural area as per prefixed targets for comfortable living on sustainable basis in 3 phases in a span of 6-9 years
- d) To create a knowledge society and develop entrepreneurship in different professional and business activities.
- e) To strive for social, cultural and moral up-liftment of the people through motivation, awareness and educational campaigns.

Cont..

- f) To motivate the rural people to organize themselves as Self Help Groups, Producers Societies and (informal) Village Assemblies for enhancing their bargaining capacity and united action to eradicate all types of exploitations and to ensure their fair share in the fruits of development.
- g) To develop public-private ventures for stream lining the marketing systems in providing not only the services required in production and marketing but also agro processing and storage systems.
- h) To promote rural, cottage and household industries
- i) Help to develop eco-tourism, Heritage tourism, Health resorts and rural sports and games and rural arts.
- j) Finally to re-establish a peaceful, happy living and active society in the rural areas.

AGRI –BUSINESS TOWNSHIP/MASTER FACILITATION CENTRE (MFC)

Virat is committed in expanding its arms/ activities in the field of agro business township/MFC to achieve the above prime objectives by involving all type of service providers on single window system approach for effective management and operational excellence.

Virat intends to design, incorporate and bind its activities to operate the business with reputed corporate firms/ investors towards successful achievement. Thus, greater participation of private sector is essential at this juncture in view of the present pathetic situation of rural sector facing today and the opportunities for exports by taking the advantage of globalization.

Components

In order to fulfill the above objectives and transform them into realities, a model plan is formulated in general for a district. The same may be replicated suitably adapting to the local specific situation in any district. The plan consists of the following four projects, which are complimentary.

1. Formation of Self Help Groups and Micro Planning (Village Master Plan for each village)
2. Knowledge Society (Application Research, Training & Extension and Model farm) at suitable locality in the district.
3. Co-operation of village life, social and physical infrastructure through PURA like available schemes of GOI and _____ state.
4. Agro business township & Master facilitation centre at district/parliament constituency head quarter.

Entry Point..

- Confidence building in all concerned through Micro planning treating each village as a developmental project and as a family for social transformation and harmony and district as an operational unit.
- Establishment of Village Coordination Centre (VCC) with skilled coordinator under district level Master Facilitation Centre (MFC) by Chief Promoter.
- Preparing family wise horoscope for the villagers of the village through conducting science & technology based feasibility studies and preparation of village wise Master Plan for sustainable development in a targeted time frame of 6-9 years of each village with the involvement of all the beneficiaries in the form of producers societies, SHGs, Village Assembly (Informal) including Village Panchayat as local Government coordinated by Chief Promoter of the MFC.

Cont..

- Establishment of demonstration farm for Application research and Practical Training Centre as applied science centre on modern techniques for farming community on 'Earn-while-you-learn' basis by MFC/Chief Promoter.
- Technology & Stream lined sample display based whole sale marketing/ Master Facilitation Center, MFC supplementing to all the services and supplies including Govt. Services as one window in the district/ parliament constituency for operational excellence by Chief Promoter of the district.
- Chief Promoter of the District level MFC / Investor and VIRAT will be accountable for all services and supplies to the villages in the district with facilitation and monitoring under Government Authorities on partner-ships and beneficiaries participation basis. Village Panchayat will act as local Govt.

“HAMARA ZILLA- HAMARI DUNIYA”

Social Component of Village Master Plan

- Empowerment of women
- Social transformation through youth power
- Multi pronged movement for eradication of alcoholic addition.
- Augmentation of cattle wealth- A multi purpose programme.
- These social development programs involving social and spiritual organizations practiced at village level on day to day basis will create and sustain a healthy and harmonious environment in the village.

Highlights of the Project “VIRAT”

- Sustainable development of Rural India on holistic lines through bottom up approach, effectively dovetailing all the developmental schemes of the governments treating each village as a Project of Development.
- Beneficiary involvement through Producers societies/ SHGs to lead the developmental process transforming Rural sector into an organized community
- Scientific application of appropriate technologies for improvement of productivity and profitability.
- Involvement of expert professionalss and scientific community on accountability based single window consultancy system available at district/ parliament constituency level treating each district as an operation unit.

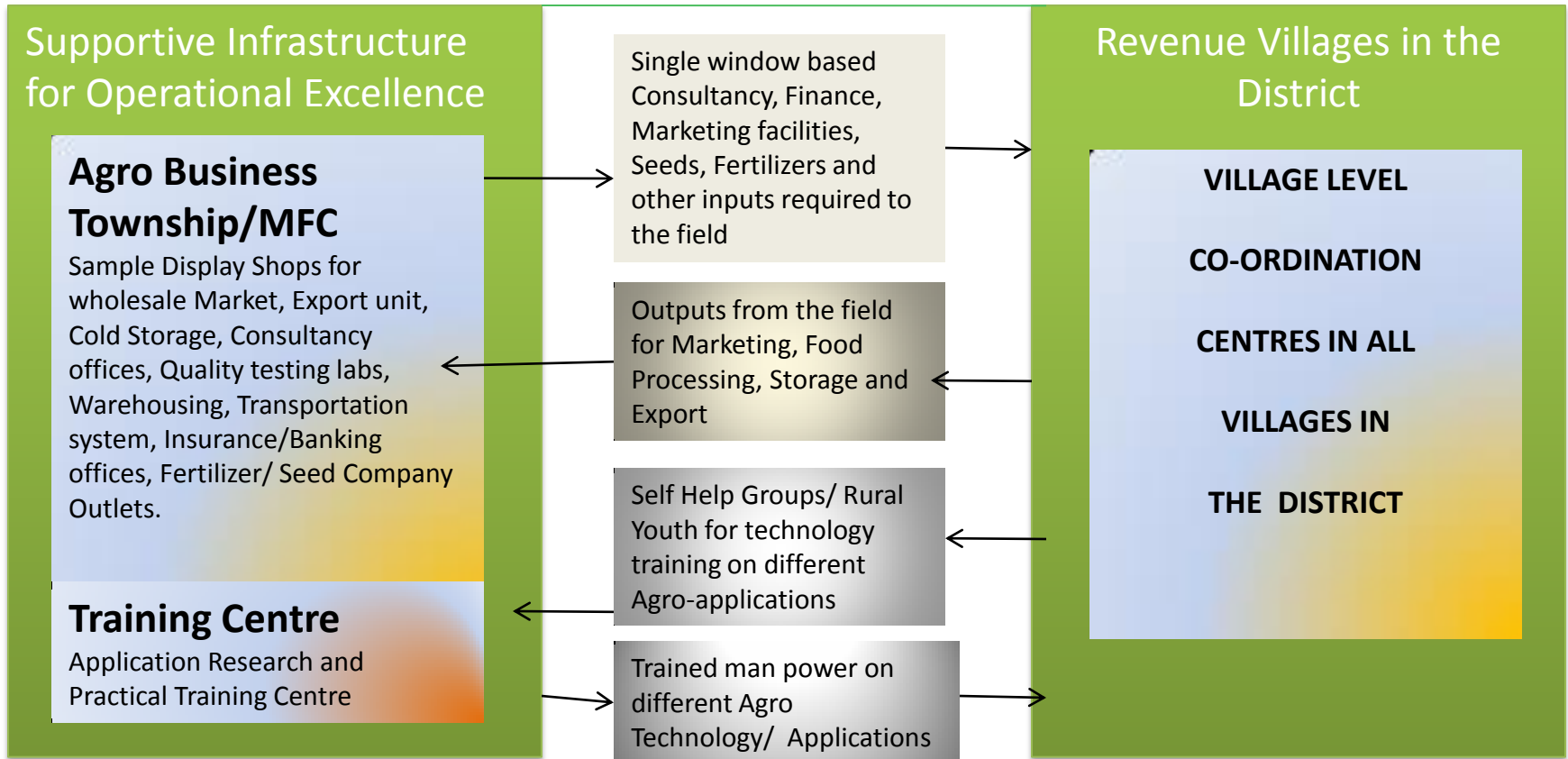
- Involvement of Corporate Sector and Capital Investors, Social & Charitable Organizations, Spiritual and Political leaders etc.... and Government at large for facilitation and monitoring
- Trained Village Coordinator will be appointed by the district level Master Facility Centre in each village/panchayat with required infrastructure.
- Adulteration & exploitation free stream lined wholesale marketing on sample display basis for inputs and outputs of Rural Sector – Eradicating exploitation by middle men.
- Remunerative price to farmers and supply of produce to consumers without middlemen exploitation on prefix prices as Industrial sector.
- Primary processing, grading, packing at village level and storage at suitable place for the farm produce
- Samples certified by the Village Coordinator and representative of SHG will be sent to the sample display market available at district level.
- Inputs from reputed manufacturers/ producers on accountability basis will only be permitted for wholesale marketing on sample display basis.

DISTRICT APPROACH

District as an
Operational Unit

OPERATIONAL CHART

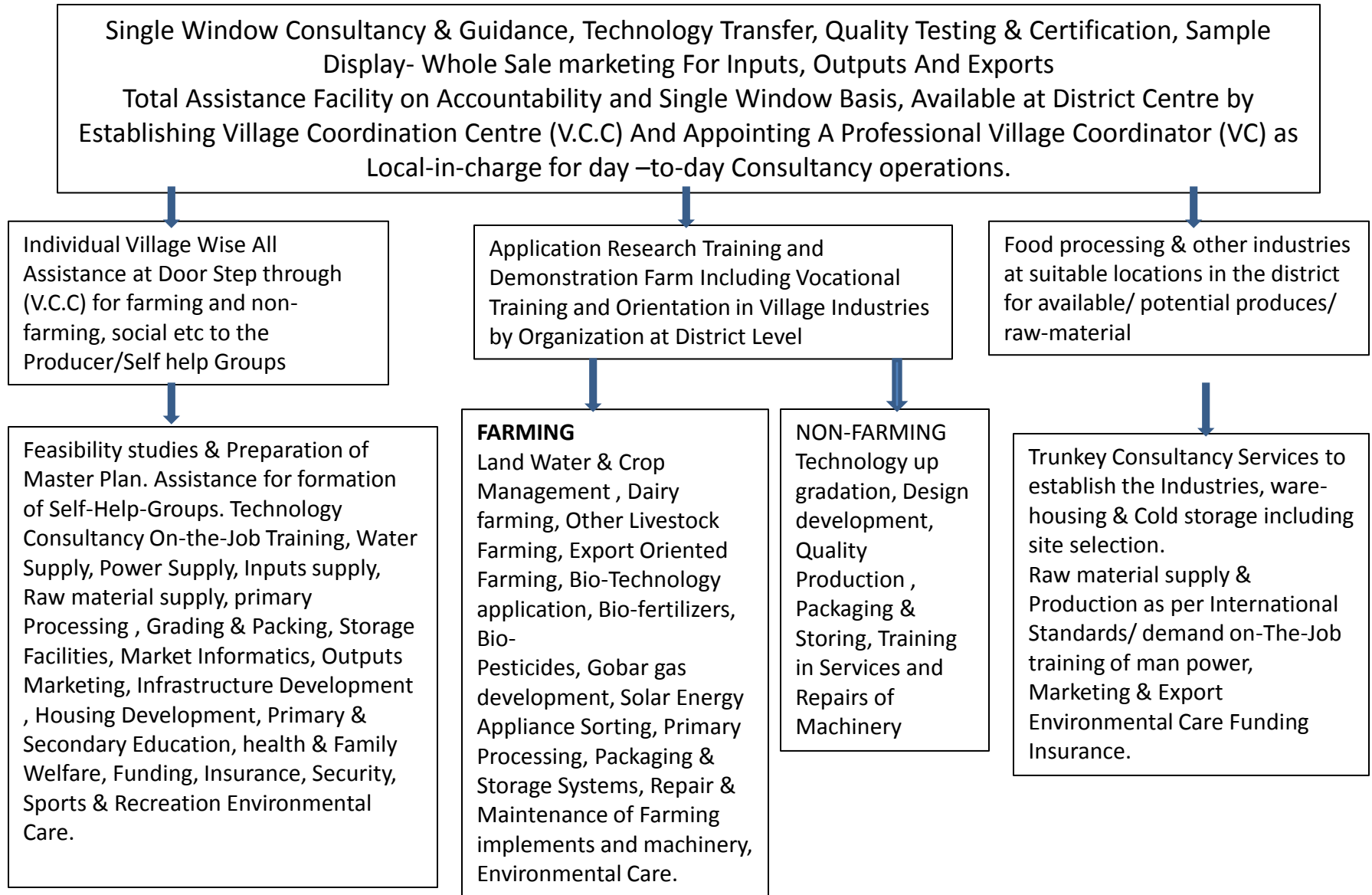
Each Village as a Project for
Sustainable Development



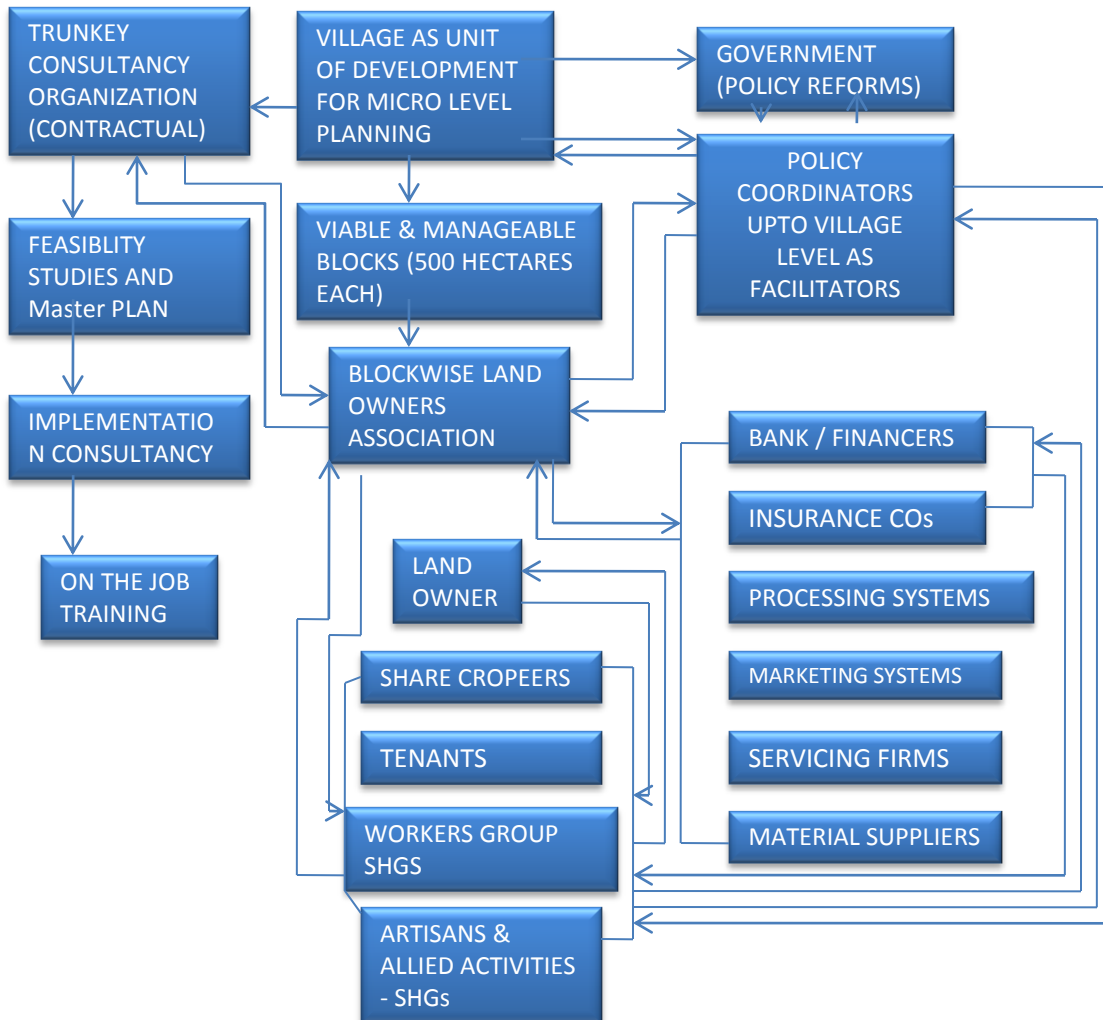
THINK GLOBALLY – ACT LOCALLY

“VIRAT” in perspective: District & Village level at a glance
For sustainable rural development on holistic, partnerships, participatory and accountability methods .

District-Based Agro-Technology and Business Park/ Township (100 acres) MFC



VIRAT HOLISTIC APPROACH



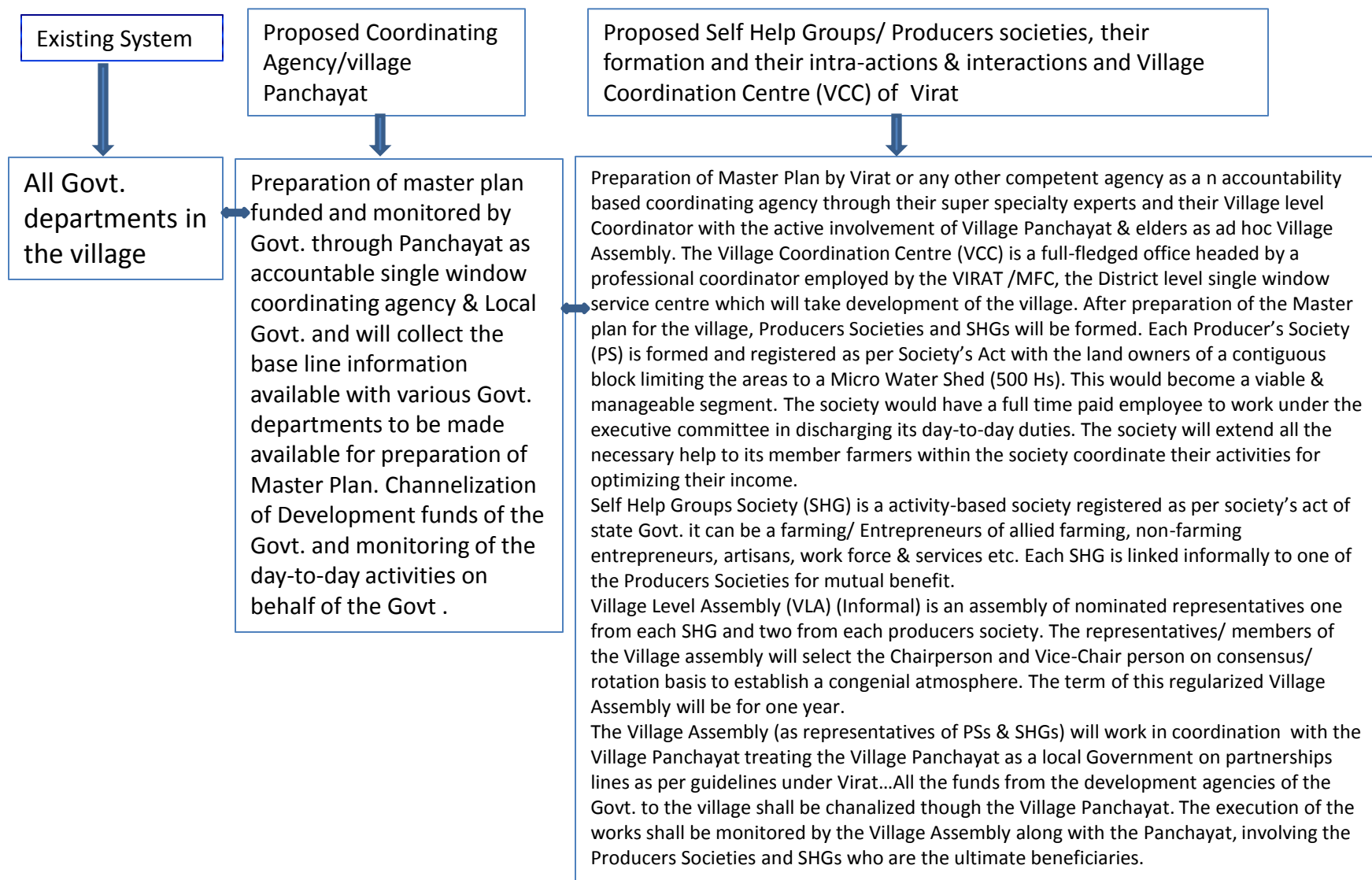
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**SIMILAR ASSOCIATIONS
LIKE LAND OWNERS
ASSOCIATION CAN
BE FORMED FOR OTHER
FARMING ACTIVITIES
FOREST DEVELOPMENT
SMALL MINES
DEVELOPMENT
VILLAGE INDUSTRIES AND
HOUSING CONSTRUCTION
FOR
AGRO INDUSTRIAL VILLAGE
(TOWNSHIP)**

“VIRAT” in Perspective at Village Level



Trough the effective implementation on the above lines the rural sector will be organized and empowered . “SUSTAINABLE DEVELOPMENT – GRAM SWRAJ”

Result Expected

It is hoped that, through this process of partnerships and participation, ultimately the rural sector would become self-sufficient, self-confident and self-sustaining, and would play a major role in ensuring food security, full employment, abundance, and social transformation, social justice and social harmony. And the achievement of empowerment of rural community creating an organized sector.

“DAMMAM-SANGAM-BUDDAM”-saranam gatheyami

“VIRAT” IN PERSPECTIVE

“GRAM SWARAJ”- Dream of GANDHIJI-into a LIVING REALITY

Holistic, Partnerships, Participatory, Accountability and Coordinating agencies methods

ADMINISTRATIVE MODEL OF ACCOUNTABILITY BASED COORDINATING AGENCIES

For Micro level Planning & Implementation

Proposed Setup for Coordination from State to Village Level on Single Window basis

Cabinet rank Minister for Micro Level
Planning Coordination and Additional
Chief Secretary with Powers,
establishment & accountability

Zilla Parishad Chairman, special
Collector with powers
establishments & accountability

Thaluk/Mandal President and RDO
level officer as Special MDO with
necessary powers, establishment
& Accountability

Village Panchayat President,
Village Panchayat Secretary with
power, establishment &
accountability

Proposed Linkages from State to village level

Technology Mission headed by the Honorable Chief
Minister

District Level Agro Tech & Business Township /MFC as supportive
infrastructure, with full-fledged facilities like sample display, -
wholesale marketing shopping complex for inputs, outs, and
exports, technology, (know-how & expertise) finance & insurance
organization, quality testing labs etc for single window and
accountability based services & supplies including an application
research, practical , training and demonstration farm, by VIRAT on
Partnership basis Facilitation centre for entrepreneurs to establish
variable processing Industries at appropriate locations in the
district; Market intelligence and Market watch centre with state,
national, global linkages and links with all the market yard centers
in the district

Ware- housing facilities for all the Agri Produce,
Cold -storage for perishables, processing & chilling
for dairy, other processing industries on PURA lines,
based on viability by private sector entrepreneurs
or village level SHGs themselves.

Storage facilities for the Agri inputs and Primary
processing, grading & packing for outputs including A/C
room facility for perishables by villagers on their own,
accountability based consultancy services by Virat /MFC
Village Coordinator of VCC available in the village level.

Note: “GRAM SWARAJ “ is a vast and much needed task that can be realized only through a people’s movement. Creation of any people’s movement will require successful involvement of all walks of life in the society. Confidence building will be the prime entry point to attract & involve the concerned people in the sector. Through the effective Performance of the above model only, we will be able to build confidence in all the concerned, thereby Micro planning with bottom up approach and sustain the involvement of beneficiaries and providers towards Gram Swaraj-Solution for all

Village Horoscope

The village wise Master Plan prepared by super specialty experts involving beneficiaries under Chief Promoters of the district will reflect the Horoscope of the village and the villagers.

For development of any village six inputs are needed.

- | | |
|-----------------------------|---------------------------|
| 1. Natural resources | 2. Human resources |
| 3. Money | 4. Technology |
| 5. Management | 6. Coordination |

- The first two are available in the village
- The village Master Plan dovetailed to the ongoing programme of the State and Central Government. The funds and subsidies provided under various schemes shall be availed conveniently.
- The technology will be pooled up from the Government departments and Private agencies.
- The Management skills of the Government department and VIRAT will be sandwiched and utilized

VIRAT/ Chief Promoter as a Coordinator

- ❖ The village master plans shall be monitored by the Government (through the Village Panchayat as Local Government), Chief Promoter of the district (through Village Coordination Centre, VCC) and village informal Assembly (Represented by the Self Help Groups and Producers Associations).
- ❖ All the line departments of the Government shall be the implementing agencies. The Private Sector, Finance & Insurance organizations and scientific community shall have partnerships. The village level, Self Help Groups/ Producers Associations shall participate, contribute and lead actively in the implementation of the master plans.

VIRAT Vision

- To enhance Rural income by enabling access to latest need based agricultural technology, market intelligence and support agencies.
- To establish Rural sector as an ORGANISED Sector
- To root out all types of EXPLOITATION
- To infuse ACCOUNTABILITY based culture
- To conserve SOIL fertility and WATER resources
- To upkeep ENVIRONMENT
- Drive towards organic farming
- To drive towards creation of AGRO SECTOR as PRIME INDUSTRY.
- ULTIMATELY MAKING INDIA AN AGRICULTURAL SUPER POWER – Re-ESTABLISHMENT OF BHARAT AS ANNAPOORNA

VIRAT Mission

- Creation of global level network of agro business service providers involved in all aspects of agro/rural sector
- Facilitating agri-business service master facilities centers(MFCs) at each district/parliament constituency.
- Providing appropriate facilities and services to farming community for value addition
- Providing marketing intelligence and market linkages to farm products with manufacturing and business houses

Cont..

- Establishment of Agro Business Township /MFCS through private sector to provide facilities for service providers at a common place at district level treating district as an operational unit.
- Establishment of Application Research & Practical Training Centre at an appropriate centre in the district.
- Facilitates convergence between farmers' associations, Self Help Groups of farmers, individual farmers, service providers and Governments using supportive infrastructure.

VIRAT Concept

- Treating each VILLAGE as a Project for Development and District as an Operational Unit, for **Sustainable Rural Development through Holistic approach.**
- Conducting Village wise feasibility studies, micro planning and preparation of master Plans by involving rural community through self-help groups, networking them with providers in the District based **Agro-tech and Business Township/ MFC on single window basis which operates a strong network of Village Co-ordination Centers (VCC) at Panchayat/ Revenue village level.**
- It adopts latest farm techniques with the support of District based **Application Research & Practical Training Centre** of Chief Promoters/ MFC.

VIRAT Methodology

- District level Agro-tech and business township, Master Facilitation Centre (MFC) as supportive infrastructure will be developed either through joint venture or franchisee Involving local/foreign entrepreneurs and investors preferably locals
- The township shall be developed initially on supportive infrastructure facility lines and will be allotted on lease or sale basis to the providers detailed below:
- Networking with providers of technology, quality inputs, storage systems, processing industries, miner & macro irrigation, streamline marketing and exports, funding & insurance agencies etc., through MFC
- Enhancing knowledge base through VIRAT Sikshana Kendra (Application research and practical training for rural community and demonstration farm) as applied science centre.
- Motivating rural community through feasibility studies and preparation of village wise master plans (by the Govts. facilitation and support) treating each village as a Project for sustainable development.

VIRAT Implementation

1. The aim should be sustainable development of the rural sector on holistic lines involving private sector entrepreneurs, Technologists, Consultants, Finance & Insurance. Organizations etc. on partnership basis.
2. The Private/ Corporate Sector should get necessary support and incentives by the Govt..for investing in supportive rural infrastructure for sustainable rural development.
3. The services of expert professionals should be utilized in a big way for making the slogan “*Lab to Land*” – a *living reality*.

Cont.

4. Villagers should get confidence in themselves and in the implementing agencies so that they are enthused to participate fully in the developmental activities.
5. Government should evolve a policy framework to facilitate the activities mentioned above and give required support for attraction of all concern.
6. There should be an accountability based coordinating agency as a chief promoter of the concern district and VIRAT under monitoring and facilitation of the Govt.. to do the networking, to achieve connectivity, to maintain the partnerships and to sustain peoples' participation at the grass-root level.
7. VIRAT foundation & VIRAT Projects Pvt. Ltd. is such an agency and has mobilized expert professionals belonging to different disciplines and its consortium associates of corporate. It has evolved a micro-planning model which creates confidence all around. And having readily available a 45 minit movie of VIRAT in local languages through video on wheels to inspire and a part of confidence building for rural community initially.

Social Transformation through Youth Power

- Rural youth would be trained in martial arts and recruited to security wings created for self-protection at the village level and higher levels.
- Competitions conducted periodically would bring out the hidden talents of rural youth.
- Cultural programs conducted in the evenings would attract the youth to rural art forms, imparts, “SAMSKARS’ – predispositions –in them, and would also wean them away from unhealthy habits.

Cont.

- Health clubs, yoga and sports would keep the youth hale and healthy, full their minds and bodies with energy and vitality.
- Adult education would be entrusted to educated youth.
- As a cumulative result of all these constructive and man-making activities, self-improvement and self-exceeding would become the lofty goals towards which the energy of rural youth would be directed.
- The commitment idealism and dynamism of such youth would be harnessed for creating a harmonious, and ecologically balanced society.

Empowerment of Women

- As a beginning, health and safety of the peasant women would be assured.
- Women would get on-form training to upgrade their skills and take advantage of latest technology.
- At the district level marketing center with training facilities, training and marketing assistance for their crafts and products would be provided for women. Simultaneously steps would be taken to modernize cooking practices and child rearing.
- Education at the nursery level would be entrusted to women.
- They would be inspired to impart good “samskars”- predispositions – to children and mould them into ideal citizens.

Cont.

- Leadership qualities in women would be encouraged through the activities of women's societies.
- Competitions would be conducted in order to bring out the latent artistic and managerial talents in women.
- As a result of all these programs, women would acquire a standing and status in society.
- Thereby, they would be able to influence the man-folk and wean them from evil habits like drink and group rivalries. And in due course, women entrepreneurs would emerge out of the rural women on a large-scale transforming the village scene beyond recognition.

MULTI-PRONGED MOVEMENT FOR THE PREVENTION OF ALCOHOLISM ETC..

- Implementation of project “VIRAT” would open up numerous opportunities for the villages to utilize their talents and skills to the maximum extent, and upgrade them through training. Thereby, they would acquire confidence about the future. They would become aware of their social obligation towards the next generation. They would realize their responsibility to see that younger generation grows in an atmosphere surcharged with health and harmony.
- Under Project “VIRAT”, villagers would become busy twenty-four hours a day-fruitfully engaged in constructive, social, cultural and spiritual activities, according their temperaments and aptitudes, enjoying utmost freedom. They would follow a timetable with a tight schedule. They would thus be accustomed to an orderly and disciplined life cultivation of such self-discipline would discourage the drink habit.

- Milk and Milk products, fruits and vegetables would be available in plenty at affordable prices to all classes of people. As a result, habits would be changed radically, tending to discourage the drink habit.
- This trend would discourage the drink habit
- Empowerment of women is one of the objectives of project 'VIRAT'. As the Project gets implemented, the status and standing of women in the community would progressively increase. As a corollary, the moral pressure of women would tend to discourage the drink habit.
- Cultural Health clubs and yoga would develop healthy and virile minds bodies, programs conducted regularly and purposefully in the evenings would involve folk art forms, and would attract the people. They would provide healthy entertainment and mass education. Moral and spiritual values would be imprinted on the minds and hearts of the people through these programs. Their impact would definitely tend to discourage the drink habit.

Augmentation of Cattle Wealth – A Multi Purpose Programme

- a. Would be managed mainly by rural women. This development would enhance their position in the family, and eventually in the village. This transformation would have a healthy and wholesome impact on the rural atmosphere.
- b. Milk and milk products would provide nutritious food for all, thereby improving the health and stamina of the people, especially children who are the builders of future national prosperity.
- c. Bulls can be utilized for agricultural and allied activities like plowing, tilling and local transport. The use of costly machines can be reduced. Dairy Industry would be a natural and inseparable ancillary industry to agriculture . Thereby, chemical fertilizers and fuel imports can be reduced

Cont.

- d. Bio-gas generated from animal dung can be utilized to meet the fuel and energy needs of the village, and make it self-sufficient in this field.
- e. Compost can be utilized for improving soil fertility, and eventually for initiating natural farming practices. The natural farm produces are in great demand throughout the world. Hence, the produces for natural farming have tremendous export potential and can earn the much-needed foreign exchange.
- f. Cattle rearing would preserve ecological balance.

In order to ensure the above benefits to the rural people and the nation at large, the necessary arrangements would be made by MFC/chief promoter of the district/Parliament Constituency.

INSURANCE FOR AGRICULTURAL SECTOR

- Unlike other commercial activities, today there is no insurance cover to protect the farmer for agricultural produce.
- **Reason:** Lack of confidence and control.

Under the VIRAT programme, this sector would be fully organized and would become eligible for insurance cover, primarily because of the responsibility taken by Agro Business Township/MFC through the consultancy and monitoring services provided by them.

Insurance under-writers would look at this sector more favorably. This would also be considered favorably by financing organizations for funding.

FINANCE FOR AGRICULTURAL SECTOR

When the theme of VIRAT is understood and properly implemented, it is bound to show results. This ensures returns for the repayment of investments. Once export capability is achieved, earnings in foreign exchange are also ensured. Through this method alone, will both local and foreign investors look at this sector as a profitable avenue for investing their money.

FEASIBILITY REPORT OF “MICRO PLANNING/ VILLAGE MASTER PLANS” IN SELECTED DISTRICT OF _____ State

Name of the Project : Micro planning/ village wise master plans in selected districts of _____ state and formation of Self Help Groups (SHGs)

Implementing Agencies : _____/chief promoters/initial investors district wise

Need & Justification

Villages are the backbone of our nation. The development of villages assumes greater importance in view of the fact that 70% of our population still live in villages, and these villages are also centers of agricultural and other production activities. In order to launch development process it is imperative that planning at micro level by adopting scientific methods and appropriate planning techniques become necessary. Bottom up approach at disaggregated level rather than top down approach in planning (which is in vogue since decades) is considered to be a proper and suitable approach for the development of village.

Cont.

In micro level planning process, it would be possible to assess the local problems, resources both natural and human, level of development, infrastructure, aims and aspirations of the local people in proper perspective. The village plans based on this assessment would be ideal, real, practical, pertinent, accurate and scientific implementation of such village level projects is easier and ensures the participation of local people. Monitoring, supervision and evaluation of the implementation of village plans can also be systematic and regular. In view of the above advantages, the project on preparation of village master plans is a felt need and fully justified. It is a first step in the development process.

Goal of the Project

- a) To prepare village master plans for holistic and sustainable development of village in a selected districts of _____ state and formation of Self Help Groups

Objective of Village Master Plans

1. To organize people into SHGs treating each village as a project for sustainable development and each village as family for social transformation and harmony.
2. To increase and sustain the production and income of each family comfortable living prefixed targets in a span of 6-9 years.
3. To increase productivity, production and incomes in small and home based industries and also improve the tertiary sector
4. To improve employment potential in rural areas
5. To develop infrastructural facilities in rural areas
6. To lay special emphasis on women, daliths, Adivasis, backward classes and other disadvantageously placed people to elevate them from below poverty line.
7. To make the local people and other participants as partners in the holistic and sustainable development of village.

Methodology / Procedure/ Process

Information and data.

The preparation of village master plans is based on a base line survey. Relevant information and data are required at different levels, namely district, Mandal/Taluka, village and households. The information and data will be collected from both secondary and primary sources

Maps based on remote sensing data:

1. Base map : The Base map prepared based on 1:4,000 or 1:8,000 scale cadastral with superimposing on SOI topo-sheet information and satellite imagery information.
2. Geology/ Hydro-geomorphology: Remote sensing is used as a tool to extract information about the land surface structure, composition or subsurface, but is often combined with other data sources providing complementary measurements. Multi- spectral data can provide information on lithology or rock composition structural and tectonic setting based on spectral reflectance. Lithological units (Rock type), Geomorphic units (Origin of unit, depth of weathering, etc), Fractures/ Lineaments/ faults, Ground water prospects (good, moderate, poor), Identical of suitable location for check dams, rock fill dams, farm ponds, etc), **Groundwater Fluctuation, water table and well density.**

Physiographic Map Superimposing with Watershed Boundary

Land use/ land cover: The land use/land cover mapping shown present status of aerial extant of different crop types, waste land like barren rocky areas, gulling, eroded areas etc, irrigated or un-irrigated, fallow lands, forest etc. this information helps to estimate the present utilization of land, and identification of suitable areas for further development. Further it would also help to estimate the water utilization and balance. In addition, the information would help to planning waste disposal sites, power plants and other industries, mapping flood plains, tracking socioeconomic impact on land use etc.

- Irrigated area (canal, ground water, etc)
- Plantations
- Un-irrigated area (Khariff, Rabi)
- Waste lands (barren land , salt affected, rocky areas, etc.)
- Forest areas (dense, moderate, open etc.)
- Shifting cultivation.

Cont..

- 4. Slope :** The slope map was prepared based topographic elevation (contours and spot height) from SOI maps. This map will help in recommendation/ implementation of suitable land management practices in association of other thematic information. Six to ten types based on five meter contour and point data of SOI topo-sheet information on 1:25,000 or 1:50,000 scale.
- 5. Watershed Demarcation :** Watershed delineating with an area of 200-300 ha. Each, based on all India watershed codification.

- 6. Water bodies** : This map indicates existing water bodies and its present water level; present water level takes from updation satellite imagery.
- 7. Topography** : Topography information includes roads, contours, settlements, canals, wells, etc, this will take from SOI topo-sheet and updation from satellite imagery.
- 8. Drainage** : Drainage includes all types streams, rivers will take from 1: 25,000 or 1: 50,000 SOI topo-sheet.

9. Soil : Mapping and monitoring of soil resource is one of the major prerequisites of estimating land capability and irritability by assessing salt-affected soils, eroded land, shifting cultivation, etc for careful land use planning, water –logged areas have to be delineated in order to take up preventive and re-clamative measures. This requires dynamic assessment of the salinity/alkalinity content of the soil.

- Soil classification (up to phase level)
- Soil erosion units)
- Salt affected areas
- (with the help of soil sample results)

10. Land capability map

Land capability level classification

- Integrating
- Soil depth
- Irritability

Land irritability classification based on 13 parameters (like structure , texture, PH erosion intensity, fertility etc.)

Baseline Survey

Further baseline information and data on natural resources, human resources, agro-socio-economic details, infrastructure etc will be collected at District, Taluka and Village levels through secondary sources of information. Primary information and data will be collected from primary sources, that is households. The villages in the district and all the households in the village will be covered under the baseline census survey. The information and data should be comprehensive and encompassing all the relevant socio-economic aspects pertaining to the people and the villages. The data will be collected from primary sources by adopting interview method with the help of pre-tested schedules prepared specifically for the purpose. The well trained enumerators under the supervision and guidance of experts will collect the information.

Categorization of Beneficiaries

1. Below poverty line
 - a) SCs & STs
 - b) Others
2. Small & Marginal farmers
3. Medium farmers and
4. Big farmers

Steps in data collection

a) Orientation to the people: The people have to be motivated and awareness has to be created among them for ensuring their participation in socio-economic survey, micro planning exercises, formation of self-help groups in the villages. Publicity material, such as banners, wall posters, door posters, pamphlets etc and also display of VIRAT movie in each village will be sued in this task.

b) Data Collection from households: Printing of schedules for enumeration in local languages will be done. Enumerators at the rate of two per village will be selected locally. Supervisors for supervising the data collection and all other relevant work will also be selected at the rate of five per Samithi/Taluk/Mandal. Both these categories of personnel will be trained by experts adequately.

C) Source of secondary and primary data

- i. National Remote Sensing Agency/ Space Research Organization
- ii. Directorate of Economics and Statistics.
- iii. Various State Govt. Departments
- iv. District and Taluka statistical office
- v. Village panchayats and village Revenue Assistants.
- vi. House holds.

- d) Scrutiny and processing of data:** The trained persons will scrutinize the filled-in schedules for uniformity, fullness and accuracy. The massive data will be processed, classified and tabulated through computers.
- e) Preparation of status reports:** Status reports will be prepared by experts for each village based on the thematic mapping, socio-economic survey and the data at village. Taluka and district levels etc.
- f) Consultation with experts:** One expert in each identified subject/topic will give his comments, suggestions, etc in his specialized field for preparation of village master plans.

List of Experts to be involved in the holistic programme for sustainable development

1. Social Scientists including economist, sociologists gender specialists etc.
2. Agricultural Scientists
 - a) Soil Scientists
 - b) Agronomists
 - c) Plant protection specialists
 - d) Agricultural engineers including experts in maintenance and repairs
 - e) Horticulturists
 - f) Agri processing, storage and Marketing experts
3. Live Stock Specialists
 - a) Dairying
 - b) Poultry
 - c) Aqua culture

Cont.

4. Experts in waste land development and forestry
5. Specialists in Watershed Management and Development
6. Irrigation Experts
7. Hydro Geologist
8. Meteorologist
9. Remote Sensing Experts
10. Energy Experts
11. Infrastructure specialists Roads and Communications,
Environment Housing, Drainage, Waste disposal. Layouts,
Recreation etc.

12. Specialists in

- a. Large –scale industries
- b. Small scale, home based and cottage industries
- c. Micro enterprises

13. Agri Business Management Experts

14. Specialists in

- a) Micro Finance
- b) Self Help Groups
- c) Insurance
- d) Health, Education and other social welfare activities

Preparation of village master plans: Experts shall prepare the village master plans based on the results of the baseline survey and comments by subject specialists .

Details of Village Master Plan

Feasibility studies include preparation of Master Plan for progressive implementation in the village for sustainable development. Stress will be on the following aspects:-

Water Resources: Water is the most important resource for agro farming activities in the Arid and Semi arid zones. It has to be augmented and most economically utilized for sustainability of these activities. Following aspects would be spelt out in the Master Plan

Cont.

- I. Estimate of direct rainfall in the village on an annual basis
- II. Location of structures for conservation of surface water and recharge facilities for ground water with designs
- III. Sources of supply is any from outside the village (Canals)
- IV. Prospects for ground water-estimate of yield of existing well/borewells etc., and prospects for additional wells for optimal exploitation of ground water resources with location for drilling.
- V. Estimate of total usable water by the village from surface and sub-surface sources
- VI. Methodology for conjunctive use of surface and ground water and water supply system for the village
- VII. Effluent treatment and drainage.

Power resources

Power needs of the village would be spelt out in the master plan.

- I. Existing quantum of supply
- II. Estimated needs taking into account the recommended development strategies for the village
- III. Supplementary sources of power generation like solar power, wind power, Bio-gas etc.
- IV. Methodology of power conservation
- V. Power supply system for the village

Fuel resources

Each village needs fuel supplies in a dependable manner so that the forests do not get degraded by cutting and felling of trees by the villagers. Master Plan would stress on the following:

- I. Estimate of fuel needs of the village
- II. Possibilities for fuel forestry would be indicated in waste-land or degraded forest land.
- III. Possibilities for Gas generation from agricultural wastes and Gobar etc., would be indicated so that it leads to Gas generation as well as production of organic fertilizers.
- IV. Fuel supply for various needs would be indicated.

Agriculture / Horticulture development

- I. Viable and manageable blocks for scientific management of Agricultural/Horticultural activities for higher productivity and better returns would be identified based on soil classes in the village.
- II. Formation of Self-Help-Groups would be recommended for such blocks to assist farmers to organize themselves for getting reliable and dependable services, quality supplies for the inputs, exploitation-free marketing assistance for the outputs, timely funding and insurance facilities etc., without the individuals needs to run from pillar to post and getting either no help or getting cheated in the process.

- III. Block-wise access-ways and infrastructure development would be recommended.

- VI. Agro- Processing industries would be suggested either as home-based industries or customized small/medium scale industries for a set of village based on assured supplies of raw material by patternised cropping system so that entrepreneurs would be attracted to set up the industries.

Diary Development

Diary farming is the most important supplementary income generating activity to the agriculture/horticultural activities in the villages. As such a Master Plan would suggest the Methodology for dairy development.

- I. Best breeds of Cows/ buffaleoes suitable to the areas.
- II. Animal Feeds
- III. Animal Health
- IV. Dairy-based home industries
- V. Customized processing plants in suitable locales
- VI. Self-Help-Group system for dairy farming
- VII. Funding, insurance and assistance
- VIII. Marketing methods

Poultry Development

Poultry is another important supplementary income generating activity next to dairy development. Methodology of Poultry Development would be spelt out in the Master Plan

- I. Selection of Poultry Breeds
- II. Poultry Feeds
- III. Poultry Health
- IV. Poultry based home-industries
- V. Customized small/ medium scale processing plants
- VI. Funding and insurance
- VII. Marketing

Other farming systems

Other supplementary farms like Sheep and Goat farms, Sericulture, Mushroom Cultivation, Bee keeping, Fisheries etc., as may be suitable to the village would be indicated in the Master Plan

- I. Methodology for Farm Development
- II. Feeds
- III. Health
- IV. Processing
- V. Funding Insurance
- VI. Marketing

Home-based Cottage Industries

A number of home-based cottage industries based on farming and non-farming activities can be taken up by the individual families in the village with a vocational orientation for quality assurance. The following are considered important in this regard.

- I. Processing of Cereals, Nuts, Pulses, Vegetables and Fruits etc.
- II. Processing of medicinal and aromatic plants
- III. Handicrafts-Cloths, Leather goods, Pottery, Metal works etc.
- IV. Ancillary components for electric, electrical, plastic and other industries.
- V. Carpentry, smithy etc.

Mining based Industries

Some of the village would have a good potential for mining of construction and mineral resources. Master Plan would indicate the same for development. Self-Help-Groups in the villages can be trained to mine the same under the guidance of experts.

- I. Decorative stones & granites
- II. Building stones
- III. Ballast material
- IV. Sand and gravel
- V. Brick industry
- VI. Other minor minerals

Infrastructure Development at Village Level

Development of the infrastructure facilities listed under the feasibility studies would be indicated in the Master Plan to improve the same progressively. Close co-operation of village panchayat with a contractual system for setting up and maintaining such facilities would go along way in establishing the same quickly instead of investment by Government.

Housing

The Housing need of the village family-wise would be indicated as residence cum home based industry centres. Loans for such houses have to be extended by the financial institutions as the case of industries.

Human Resource Development:

A comprehensive assessment of the family-wise Human resources clearly defining the capabilities for income generation would be made and suitable avocations with practical training support would be recommended. Formation of Self-Help-Groups for various avocations would be the strategy for development of individual families.

Conducting participatory rural appraisal:

The village master plans will be discussed with people in the concerned villages and their suggestions will be processed, considered and included in the final village master plan

Time Frame:

For planning, motivation of all stake holders, creation of supportive infrastructure at district and village level for operational excellence in 12 to 18 months for a given district or districts of any State.

Cost of the Project:

The total cost included salaries of enumerators, supervisory training, subject specialists, inspection vehicles, honorarium to experts for writing status reports of base line survey and preparation of village master plans, preparing schedules, formation of SHGs and Producers Association etc.

MICRO Planning & preparation of Village Master Plan (VMP)

Financial Arrangement

		State Govt./GOI/CSR Funds	VIRAT & chief promoter of the district
a)	Orientation to the people	Cost	Expertise Operation of the work
b)	Secondary data...	States	Scrutiny of data
c)	Base-line survey	Cost	Total implementation
d)	Remote sensing data	NRSA data supply	Preparation of Thematic maps
e)	Computerization of data	Cost	Experts
f)	Status report	Cost	Experts
g)	Consultancy with experts	Cost	Experts
h)	Preparation of village master plans	Cost	Experts
i)	PRA Cost Experts	Cost	Experts
j)	Orientation of implementation of village master plans	Cost	Experts
k)	Guidance, super vision, Monitoring and overall coordination	Cost	Experts

Orientation to people on implementation of village master plans

A convention will be held at concerned district head quarters to educate people about the various aspects of village Master Plans and implementation strategies. They will be well-motivated and prepared fully to participate in the implementation of village master plan for holistic and sustainable development.

Implementation Strategies

The State Government and the VIRAT/chief promoters of the district/parliament constituency shall implement the village master plans. Village panchayat shall act as local Govt..All the line Departments shall be the implementing agencies. The village master plans will be dovetailed to the ongoing programs of the states and central governments. The funds and subsidies provided under various schemes shall be availed of. The agribusiness town ship, which would act as a Master facilitation centre shall provide several facilities including input supply, management and subject matter specialists consultancy, agro processing, exports, cold chains food parks etc. the corporate sector shall have partnerships. At the village level, self-help-groups/ producers' association shall participate actively in the implementation of the project. Village coordination centre shall participate actively in the implementation of the project. Village coordination centre act as a facilitator between master facility centre and producers under chief promoters of the district. The training institute Monitoring and evaluation of the project shall be the responsibility of the VIRAT.

Cont.

The pace of implementation of village master plans would depend on the level of participation and contribution of the beneficiaries through on their own or financial institutions and or private sector investors and the readiness of the Govt. in providing necessary facilities and funds. The network of Master facilitation centre, and village coordination cell and producers' association shall be created. The village coordination centre shall have all the facilities, such as computers with internet connection, digital camera, one skilled worker and two semi-skilled worker, telephone and office accommodation etc. Time frame and components of developmental activities would be in accordance of the same

Budget

- a) The Initial budget of the micro planning includes training and engaging enumerators for collection of baseline data for the master plans, synthesizing of data by functional experts, interaction with the villagers from each village, formation of producers societies, SHGs and preparation of village master plans. The amount can be provided by the concern State Government or under the SGSY special program and/ or CSR funds or charitable organizations with the involvement of ____% by farming community / beneficiaries as this item is an important component of the project of sustainable rural development.
- b) District level supportive infrastructure for operational excellence :
 - i) Master Facilitation Centre (MFC), ii) Training Centre and Model farm, iii) Village Co-ordination Centres (VCC) at each village. The required Capital Investment by Chief Promoters (to be selected by concerned state govt.) and their associates of about Rs. 100 crore as initial capital investment per district. Required land and amenities by the govt. against ____% of partner-ships basis

- C. Village level supportive infrastructure for holistic approach :
- Primary Processing, Grading & Packing facilitation systems for farm produces, ii) Non-conventional energy generation systems of solar, bio-gas etc. iii) Minor and micro irrigation systems, iv) Re-structuring of farm lands and water shed development structures etc., v) Residence cum work place as facilitation for required/eligible families of self-employment based craft avocations will be finalized based on village master plans and DPRs including costs by chief promoters of the district/ MFCs.
- Finalization of required capital investment modalities will be at the time of preparation of master plan and DPRs with the involvement of beneficiaries and also based on the willingness of the government for facilitation including readiness of eligible beneficiaries to convince the investors and financial institutions.

Cont.

- Private Sector investors shall be attracted only required initiatives by the Govt. , mainly investment safety measures of i.e like insurance system etc. and attractive tax exemptions. Social transformation & harmony shall play a major role for attraction of investors and all concern in creating a peoples movement for sustainable rural development. Social transformation and harmony is the fundamental principle and will be established by Virat programme - a need of the hour.
- d) i)Raw/ farm produce availability based processing systems/industries will be at suitable locations in the district., ii) ware-housing and cold-storage systems will be as per requirement and user demand on commercial lines, at each village or linking a group of villages in the district and will be finalized including costs at the time of preparation of village wise master plans and DPRs by Chief Promoter of the district/MFCs.
- Required capital of private sector investments will be attracted only through investment safety measures and attractive incentives by the Govt.

**PROVISONAL ESTIMATIONS OF THE REQUIRED INVESTMENTS FOR DISTRICT/ PARLIAMENT
CONSTITUENCY AREA OF ABOUT 6000 -7000 Sq. Kms HAVING 600– 700 REVENUE VILLAGES ON
AN AVERAGE IN ANY PART OF INDIA
FOR SUSTAINABLE RURAL DEVELOPMENT ON HOLISTIC LINES WITH BOTTOM TO UP AND
ORGANIZED AND DECENTRALIZED METHODS AS PER PRE FIXED TARGETS IN 3 PHASES IN A
SPAN OF 6-9 YEARS FOR A GIVEN DISTRICT/PARLIAMENT CONSTITUENCY
(EXCLUDING URBAN AND HILLY AREA DISTRICTS/ CONSTITUENCIES)**

Tentative cost estimations of below items:

- a. Cost of micro planning and preparation of village wise master plans (VMPS)@ Rs. 25,000 per Sq. Km. x 6500 kms and 600-700 revenue villages totaling about Rs. 16.25 crore tentatively.
- b. Cost for preparation of DPRs, (for time being we may take the above figure of Rs. 16.25 crore tentatively) activity wise in the village like i) Based on VMP restructuring of farm lands/ units with access ways ii) water shed development structures, iii) Minor and micro irrigation systems, iv) Non-conventional energy systems, v) Residence cum work place as self employment based handicrafts avocations, vi) Dairy and other allied farming avocations, vii) Horticulture, agriculture, afforestation as well as environmental care, viii) Primary processing grading and packaging systems etc. costs and required capital with sources will be decided and finalize as per the beneficiaries requirement and eligibility to convince the financial institutions and private investors and facilitation by the Govt.

Cont.

c) District level supportive infrastructure for operational excellence :

Master Facilitation Centre (MFC), ii) Training Centre and Model farm, iii) Village Co-ordination Centres (VCC) at each village. The required Capital Investment by Chief Promoters (to be selected by concerned state govt.) and their associates of about Rs. 100 crore as initial capital investment per district. Required land at suitable locations (decided by the chief promoters) and amenities by the govt. against _____% of partner-ships basis. Further additional investments will be met through local investors and traders/ commercial users of MFC. (About Rs. 200-300 cr may be required.)

d) Raw/ farm produce availability based processing systems/industries will be at suitable locations in the district., ii) ware-housing and cold-storage systems will be as per requirement and user demand on commercial lines, at each village or linking a group of villages in the district and will be finalized including costs and capital as per requirement at the time of preparation of village wise master plans and DPRs by Chief Promoter of the district/MFC.

* Required capital of private sector investments will be attracted only through investment safety measures (Insured) and attractive incentives by the concerned state Govt.. and Central Govt.

Feasibility Report of Training Institute

- I. 1. **Name of the Project:** Training Institute (VIRAT Sikshna Kendra) an entry point in the district by chief promoter along with VIRAT movie and video-on-wheels
2. **Implementing Agency:** VIRAT/chief promoters of the district.
3. **Need and justification:** Generally farmers in the district are backward and not well-versed with latest information and technologies. They are also not well-motivated and they lack capacity and skills. The training institute will meet not only the requirements of farmers, rural artisans and entrepreneurs but also those of government functionaries at various levels.
4. **Specific Objectives:**
 - To motivate the farmers and create awareness among them about the new technologies.
 - To impart practical training to rural youth, farmers and agricultural workers in all aspect of agriculture, livestock, non-farm sector etc.
 - To provide training to farmers and others free of cost on “Earn while you learn” basis.
 - To conduct in-service training and workshops at regular intervals for govt. functionaries on organic farming, integrated farming systems, value addition, exports organization and management, extension strategies etc.
 - To impart training not only to develop the skills of rural artisans, entrepreneurs but also in marketing and financial management .

Cont..

5. Methodology: Training is considered to be one of the important factors for securing mass mobilization and peoples' participation in the implementation of micro plans/ village master plans. This would also help to create demand for the facilities and services provided at Agro Business Township/District Master Facilitation Centre. The trainees for each village, who act as change agents, will educate the farmers about the benefits and advantages of utilizing the facilities and services available at the District Master Facilitation Centre. The trained candidates shall discharge the responsibility of organizing the farmers into self-help-groups/ producers' associations and functioning of the same. These associations are linked to the District Master Facilitation Centre through Village Coordination Centers (VCCs).

The training offered at the Training institute (Virat Sikshana Kendra) is different from conventional and traditional training usually offered in Govt. institutions. The course content of the training at this institute has been quite practical. Lectures are minimized and a wide variety of activities are provided to the trainees to participate in. The course is carefully sequenced and integrated to provide a complete experience in discovering information, organizing that information and using. The trainees have to prepare an action-oriented program and implement it for giving on-the job training in their respective villages. Important aspect of this training is follow-up and evaluation.

6. Training Programme:

- i) **One week training program:** This program consists of farm visit and training. About one hundred farmers would be trained every week at the rate of 10 farmers per village and thus farmers from all the villages will be trained during the year. The entire district would be covered in one year. This program will be implemented with the Govt. support.
- ii) **Two months training:** Hundred farmers at the rate of 2 per village will be covered under this program. After receiving one month training, the candidates may continue the program after some time, to complete the other half of the training in some other month. All the villages in the district will be having trained people within a span of 3 years.
- iii) **In-service training and workshop :** this program will be conducted to the functionaries of the govt. on cost basis.
- iv) **Farm Visits:** Farmers may visit the model farm to acquaint themselves with the latest information on agricultural and livestock, production technologies, processing etc. This would be for a day. It is a continuous program & cost may be borne by the visitors themselves.

7. Design and Training Program: The training areas are cognitive (Knowledge), psychomotor (skills) and affective (attitudes). The following is the design of training program

- Assessment of training needs
- Setting of staff resources & skills
- Selection of training strategies and prioritization
- Providing evaluation.

8. Components of the Institute:

- Buildings of lectures, hostel facilities, laboratories etc.
- Materials & machinery required for training
- Software, library etc.
- Training personnel

Cont.

9. Funds:

- Govt. may take the responsibility of providing the land and funds from SGSY special scheme for buildings and furnishing and VIRAT and chief promoters of the district may execute the works with the funds of SGSY special scheme.
- VIRAT and chief promoter of the district shall run the training institute from its own resources
- VIRAT and chief promoters shall avail grants of Central and State Govt. for special training

Expected Benefits:

- Capacity building and skills development for trainees
- Trained candidates to act as change-agents in their respective villages and to provide on-the-job training in the villages.
- Entrepreneurships
- Enhancing income earning capacities
- Social harmony
- Infusing accountability-based culture.

II. 1. Name of the Project: District level Model farm/Applied science center linked training center and MFC

2. Implementing agency: VIRAT Projects Pvt. Ltd/chief promoters of the district

3. Need and Justification : The production and productivity of crops and livestock on farmers' fields are not only low but also uncertain. One of the major factors to this state of affairs is lack of application of appropriate science & technology in production and processing of agricultural and livestock production. Lack of awareness about the technologies and technical skills is the main reason for low or non-adoption of the technologies. Further, the available technologies may not be suitable to all locations. In order to test the technologies and also to transfer the technologies to the farmers for adoption, Model farm is proposed to be established in the district. This would help to bridge the widening yield gaps between research stations and farmers' fields. It would be ideal to evolve and extend package of technologies/ integrated systems through model farm. This farm is expected to serve as centre of social mobilization. The establishment of Model farm becomes essential and fully justified.

4. Goal of the project: To help in accelerating holistic and sustainable development of selected districts in _____

- 5. Specific Objective:** A) To evolve farmers-oriented location-specific technologies and to test, verify and recommend the suitable technologies.
- B) To demonstrate efficient use of natural resources and proper technologies.
- C) To serve as a showcase on water-land-plant relationship and management, integrated farming systems, post-harvest technology, home and farm based industries, non-conventional energy etc.
- D) To bridge the yield gaps between research stations (potential yield) and farmers' fields (actual yields)

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- 6. Components of model farm:** a) Land development according to specific process, farm layout, fencing etc., b) Irrigation: Water and power have to be supplied by Govt. on reasonable charges basis, c) Power supply, d) Farm implements and machinery, e) Sheds for implements, f) Threshing years, g) Storage facilities, h) Primary processing (seed processing etc.), i) Non-conventional energy sources, j) Supplementary enterprises, k) Livestock, i) Office accommodation, m) Residential quarters for the staff, n) Transport vehicles, o) Mini trucks, p) Communication facilities, q) Horticulture, r) Annual crops, s) Seed production, t) Development of on-farm resources, soil and water, vermi-composting, material for integrated pest management etc.
- 7. Implementation strategies:** Suitable farmland of about 250 acres shall be provided by the state government on long term lease basis for the model farm, Training Institute & application Research centre at nominal lease. The land will be leased by VIRAT and chief promoter of the district. Appropriate linkages will be developed between Producers' Associations, Village Coordination Centers and District Master Facilitation Centre.

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- 8. Financial Aspect :** i) Funds under SGSY special project, ii) Returns from the farm, iii) central and State Government grants, subsidies, incentives etc., iv) Loans from financing institutions, v) Insurance companies .
- 9. Expected benefits:** 1) Creating awareness to the farmer, youths etc., 2) Skills development, 3) Transfer of technology, 4) Enhancing agricultural productivity, 5) Human resource development, 6) Maximizing efficiency of water, land and plant relationships, 7) Evolving, evaluating, testing and recommending new technologies, 8) Improve seed production and processing, 9) Developing integrated farming systems, 10) Technologies for employment generation, 11) Enhancing income, 12) Value addition process, Ensuring food security, 14 Commercialization of agriculture, 15. Entrepreneurships, 16 Social harmony, 17) Eradication of sick unit culture, 18) Creating demand for the facilities and services provided at DMFC (District Master Facility Centre) through Extension, training and demonstration on Model Farm.
- 10. Time Frame:** Six to 12 months for the development of the farm from the date of handing over the land to VIRAT, along with access road water and power supply by Govt.

Village Social & Cooperation of life, physical infrastructure (PURA)

Feasibility Report on Self-help-groups/ Producers' associations and village Coordination Centres.

1. Objectives

- To establish rural sector as an organized sector.
- Mutual help is Self-help- VIRAT
- To facilitate group action to tackle rural problems.
- To provide social infrastructure at village level
- To provide Urban amenities in Rural Areas

2. Components of the project:

- Motivation and orientation to people on socio-economic survey, micro planning, self help groups, village coordination centre, implementation of micro plans.
- Producers' associations with economic viability and efficient manageability
- Organized setup
- Act as a catalyst to building up confidence.
- Capacity building through augmentation of skills
- Enhances bargaining capacity
- Stream lined marketing
- Social mobilization
- Creating demand for facilities at district master facilitation centre
- Attract investors, insurance and financial agencies, consultancy organizations, traders and processing industries.
- Linkages.

3. Village Coordination Centers:

- Facilitate supply of quality inputs on wholesale basis through Agri-business Township through District Master Facility Centre.
- Provides consultancy services under single window system at reasonable charges.
- The centre shall have all the facilities-one computer, one camcorder, one digital camera, one qualified semi skilled worker, telephone, office accommodation and one two-wheeler vehicle.
- The VCC shall act as liaison between the farmers, training institute and district master facilitation centre and thus a network is created.

4. Means of Finances

- i. Funds to be tapped by SGSY special scheme
- ii. Qualified worker/ entrepreneur based at the village on self-employment basis
- iii. Institutional finance
- iv. VIRAT and chief promoter of the district.

5. Expected Benefits:

- Middlemen's exploitation and adulteration is restricted.
- Development of leadership is entrepreneurial qualities to generate more employment.
- Prevents and uproots social evils, like drinking, gambling etc.

Note: Social Infrastructure includes education, medical health and other Physical infrastructure includes banking, insurance, marketing, storage & ware housing, primary processing, repairs and replacement facilities & other services, Non-conventional energy, grading, processing, electrification facilities etc.

Agro Business Township at a selected district head quarters/ Master Facilitation Centre

1. **Need and justification :** Rural sector is most disorganized. It remains backward on account of lack of application of science & technology; inadequately developed delivery system; low level of professionalism and management. Rural areas are characterized by low productivity, unemployment and poverty. “Quality” is not given due importance. It is estimated that 30% of farm produce is lost mainly due to lack of post-harvest and processing facilities. Even in the production itself several defects and deficiencies are recognized. The cost of production in agriculture is on the increase, as the expensive fertilizers are not applied based on soil testing. Further, the inputs supplied to farmers to be adulterated, spurious and are of low quality. The farmers are exploited in input purchase. Appropriate technology is also not made available to them. Proper finance is also not available. It is not enough if technology alone is extended. Technology without input supply is a waste and input supply with technology is inadequate. Further, the farmers have neither processing or storage systems.

Further more, the farmers generally receive low share in consumer’s price. Market intelligence is not available. Grading of produce is not scientifically done and price is not paid according to quality. Farmers are exploited in their output marketing. Facilities for sample display of inputs and agricultural produce are not available. All the above factors have been causing substantial loss to the farmers and to the society as a whole. In this scenario, provision of all facilities and services under a sing roof (at one place) go a long way in the development of the district.

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2. Objectives: a) to locate all the services, finance, insurance etc under a single roof, b) To professionalize the services and to extend accountable advisory services, management consultancy etc. on service charges, c) To provide facilities for quality testing, sample display and wholesale marketing, storage systems and other supportive infrastructural facilities, d) To encourage entrepreneurs to use the facilities at the township for establishing their corporate office, cold chains and storage systems etc., e) To attract investors to invest on various enterprises in the township and secure attractive returns on their investments.

3) Implementation strategies: The township will be located on about 100 acres of land to be provided by the state government on sale basis at market prices. The promoters will select the location. Entrepreneurs and investors will be attracted to provide the necessary facilities and services at this township. If some entrepreneurs are not coming forward to establish certain enterprises/ facilities, VIRAT shall fill up the gap. VIRAT itself may establish certain enterprises and create facilities on its own. Entrepreneurs, professionals and others may purchase building accommodation at out-right purchase or lease basis. The important components on the township are

- a. Quality testing labs, market watch & market intelligence agencies and storage systems etc.
- b. Sample display and wholesale marketing shops for agro produce and inputs.
- c. Technology and management consultancy on accountability and single window basis.
- d. Export houses

4. Means of Finance-Stakeholders

- Funds from SGSY Special scheme
- Financial institutions
- Investors & Entrepreneurs on partnerships
- Individual Investors of lease, rent based income and property value appreciation like any other urban property basis
- Traders, businessmen and industrialists, professionals and farming community
- Cooperative institutions
- Govt. grants and subsidies
- VIRAT Projects Pvt. Ltd as chief promoter.

5. Time Frame: Work will be initiated immediately after handing over the land to VIRAT.

6. Expected Benefits:

- Elimination of exploitation to both producer and consumer by streamlined sample display wholesale marketing through agro business-township
- Making available better quality inputs and products at reasonable prices.
- Expansion of trade and business.
- Enhancing Govt. revenues & taxes
- Fillip to exports and foreign exchange earnings.
- Reaping the benefits from quality testing, processing, cold and warehousing systems.

7. Conclusion: Considering the level of development in _____, Sustainable Rural Development Plan is (SRDP) formulated by an integrated multi disciplinary team of experts. The overall objective of the plan is to reestablish a Bharatheeya way of life and living.

The details of plan at district and village levels at a glance are presented in page ____ specifically VIRAT perspective at village level is furnished in page _____. The administrative model for implementation of the plan is given in page _____. The proposed set up for coordination from state to village level on single window basis and proposed linkages from state to village level are clearly depicted in the diagram (page ____). All the projects of the plan can be implemented without much additional financial burden on the state, since these can be dovetailed with the ongoing programs of the state and central governments. Further all the projects are in accordance with the SGSY special project scheme sponsored by Govt. of India. Accordingly to the guide-lines of the Govt. of India . The expenditure on the schemes may be shared in 75:25 between the Govt. of India and Govt. of _____. It is thus clear that it would be possible to launch a big program with a small amount to be funded by the State Government. The State Government may take advantage of the services of VIRAT as well as Govt. of India. If the plan is implemented at an early date, it is possible to have visible results within a period of three years, which would contribute substantially towards the peaceful and happy living for the people of _____ state.

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The VIRAT can amalgamate all the ongoing programs and schemes of the Govt. of India as well as Govt. of _____ **to achieve a congruent objective by acting as a catalyst. VIRAT can also mobilize and attract investment from financial institutions and beneficiaries.** Investment from PURA (provision of Urban amenities in Rural Area) a scheme of G.O.I. will be made in the development of education, health, storage, agro processing and supermarkets at PURA level. The investment at the village level is meant for the development of minor and micro irrigation, self-employment generation, Non- conventional energy. Primary processing and packing and grading. The private capital investment is for establishment of Agro-Business town-ship at the District Headquarters. All these shall help in the holistic and sustainable development of the people in rural areas.

8. Cost: The cost can be divided under two categories.

- I. Planning cost
- II. Execution/ implementation cost.

Planning cost include study tour of short listed District/_____ state selection of District/ District Members of Parliament Constituency for implementation of the VIRAT project, arriving at the cost of preparation of village master plan for villages, selection of sites for VIRAT village/ agro business township (Master Facility Centre) and Virat Sikshana Kendra & model farm in each selected district, detailed engineering for creating

- B) Infrastructure for the Virat village/ MFC. Sikshana Kendra and model farm in the district., establishment of Village Coordination Centers at each village and @ about Rs. 100 Cr by Chief Promoters of the project as initial capital investment, plus required land cost of district level infrastructure facilities.
- b) Each village by beneficiaries/ villagers and Govt. or entrepreneur/ Investors on BOO/ BOT basis which ever is possible in a phased manner.

Cost for executing (implementing) the village master plan items, which are arrived after preparation (implementing)the village master plan items, which are arrived after preparation of Detailed Project Reports. (DPRs), activity wise, item wise and location wise based on village master plans for optimizing the utilization of natural, human and availability of other resources on priority basis in the village.

Operational Methodology of The Sustainable Development Programme Of on going Practices

- a) The district level supportive infrastructure/MFC would provide working space/ business place on sale/ lease base for Science & Technology professional groups, quality testing labs for inputs and outputs, soil, water including mobile lab facility, entrepreneurs, corporate sector, funding and insurance organizations, model grading and packing warehousing & cold storage, deep freeze container facilities, sample display whole sale marketing shopping complex for inputs & produce/ products and air conditioned shops for perishable produce of rural sector, traders and commission agencies and export houses coordinated by market intelligence & market watch centre having network at the State/National/Global level. It would be run on commercial lines.

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- b) Based on village-wise master plan prepared by super specialty expert professionals, viable and manageable segments would be formed. The farmers in that segment would organize themselves as a self-help groups/ producers' society with the help of the professional coordinator who is a representative of accountability based consultancy organization, the consultancy organization is available at "VIRAT/MFC" in the district headquarters. The organizations appoints a village coordinator to head the Village Coordination Centre (V.C.C) with all the necessary infrastructure. The executive committee of the society would be responsible for finalization of consultancy, appointment of and payment for their services, creation of necessary common infrastructure, inputs and produce marketing, arrangements of necessary finances and insurance and repayments and payments of premiums. They will also initiate & pursue insurance claims for the damages to the crops if any.

Cont..

- c) Thereafter, accountability based consultancy organization would prepare a Detailed Project Report (D.P.R) which includes costs, estimations, cropping systems suitable to local climate, resource availability, local practices and market demand. Based on this report, patternised cropping systems- mixed cropping, mixed farming, mono cropping etc., -would be evolved and implemented. Thus science & technology inputs based on D.P.R. would be utilized under the guidance of subject specialists of the consultancy through their coordinator on a continuing basis including on the job training with the involvement of individual unit holders/ farmers and the society.

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d) Inputs would be purchased in bulk from the production/manufacturing point after selection at the district sample display marketing centre called “VIRAT/MFC” on guarantee and agreement basis by the executive committee of the village level Society including accountability based consultancy organization on behalf of member – farmers of the Society. This would avoid the present practice of adulteration and exploitation by middlemen at the time of input marketing- a major reason for the unprecedented suicides committed by farmers.

- e) Primary processing, grading & packing, unit/farmer-wise labeling & numbering, (for quantity and quality) and inputs storage would be taken up at the segment level as a common infrastructure of the society-including air-conditioned room for perishable produces-under the guidance and presence of the consultancy coordinator, representative of the society. These facilities for the produces would mentioned above would be done by individual unit holders/ farmers along with ongoing farm practices on their own responsibility and accountability. Graded stocks would be sent to storage, cold storage systems. From those stocks grade wise samples would be sent to sample display wholesale marketing centre on commission basis for their marketing services at district level called MFC

- The storage and cold storage facilities would be within the village or between a cluster of village based on viability and demand by entrepreneurs of producers' societies themselves. The banks would provide stock loans for the stocks of Society-members as per their individual needs and requirements based on bankers' norms and controls. The stocks would be dispatched on order after finalization of the price and payment guarantee involving bankers. And/or they would be dispatched to the processing industries as per prior agreements. The finalizing authority would be executive committee of the concerned producers' society including accountability- based consultancy organization intimating concerned owner of the produce/ products. Both are jointly responsible and accountable for the members of the society. This would facilitate best returns by avoiding exploitation by middlemen. Bulk display-based marketing practices in vogue at present are being used by exploiters to create a vicious circle around unorganized farmers/producers.

- The System mentioned above would transform the rural sector into an organized sector. It would maximize quality and productivity and income levels. It would attract entrepreneurs, finance & insurance organizations on commercial lines like any other promising sector. It would solve all the problems facing the agricultural /rural sector presently. As a result, the agro sector would be able to face the challenge of global competition, which is inevitable.

Action Plan

1. After formal policy decision on VIRAT/by Govt..process for selection of district wise Promoters for selected districts/parliament constituencies.
2. Arrangements for taking up science & Technology based feasible studies and preparation of village wise master plans called micro level planning for all the villages in the selected districts which is an impartment item of VIRAT/ sustainable development programme, responsibility will be by the Govt..through direct funding or CSR based funding by corporate sector.
3. Procurment/Allocation of required land by Govt..for creation of district level supportive infrastructure facilities.
4. Organize and mobilize 'awareness program' about VIRAT in a planned way in the villages through VIRAT movie video on wheels, hand outs, and posters campaign by chief promoters of concern districts.
5. Train and organize teams for data collections from villages by chief promoters of concern district.
6. Data monitoring and compilation for further use by chief promoters.

7. Formation of self-help groups/producer's Associations and village co-ordination centers by chief promoters of concern districts.
8. Micro planning for village master plans by chief promoters of concern districts.
9. Development programs of master plans according to beneficiaries' priority through,
 - Dovetailing all the on going Govt..schemes including SGSY special project schemes, by chief promoters.
 - Attracting private sector investments for minor irrigation, micro irrigation, agro processing and storage systems and non-conventional energy generation and distribution systems etc. on BOO or BOOT basis motivation role by chief promoters & Govt..

Note: Private sector investments to rural sector at district Taluk/mandal level and below would be attracted only by policy formulation by a special scheme with investment safety measures and attractive tax incentives when invested in rural sector.

POLICY DECISION TO IMPLEMENT VIRAT. BACK TO VILLAGE-FIGHT POVERTY

- 1.Village Integrated Resources Augmentation Technology(VIRAT). In order to put to best use the resources(that are natural, human, technological and financial) for transformation of villages Agro-Industrial villages and attainment of Gram Swaraj.
- 2.Accountability based holistic Agro servicing system on corporate lines to achieve sustainable development through public private partnerships(PPP).
- 3.The stake holders involved are:
 - The Government giving policy direction.
 - The parliament constituency/district wise chief promoter a corporate entity.
 - VIRAT foundation & VIRAT projects Pvt Ltd company as a concept development and accountability based coordinating organization under Govt.. Monitoring and facilitation on PPP basis.
 - The rural population as a whole.
 - Science and technology (Know-how and expertise)
 - Entrepreneurs, traders and industrialists.
 - Financial and insurance organizations.

QUALIFICATIONS FOR SELECTION OF CHIEF PROMOTER-DISTRICT

The chief promoter shall be selected on the basis of the following criteria.

1. The project will be under PPP model.
2. The phases under the PPP shall include:
 - 2.1 Identify experienced and interested bidders with corporate social responsibility.
 - 2.2 Request for proposal (RFP) along with bidders' back ground and methodology.
 - 2.3 Short listing of bidders.
 - 2.4 Selection Bidders.
 - 2.5 Award.(Ala Tourism Project model)
3. Bidder shall be one with commitment to Rural Sector and its development.
4. Ability to initially towards project implementation district wise:
 - a) Construction of supportive infrastructure District/parliament constituency Master Facility Center: about 100 Ac of land area Rs.....
 - b) Demonstration farm & district level practical training for all the villages in the district/parliament constituency village wise Training Facility: about 100 Ac of land area Rs.....
 - c) Micro Planning: about 6000-8000 sq km of area and with 600-800 revenue villages on an average Rs.....
5. Bidder shall be willing to participate in co-ordination with Govt..and VIRAT.
- 6.Experience/interest and ability in project land development and construction of shopping complex and office accommodations etc. on sale for purchases or lease rent basis including micro planning(agriculture based industry, marketing of agro products etc.. Would be added advantage).

Present Scenario

1. The rural people are deprived and exploited economically, socially, culturally and politically.
 2. They live in a vicious circle of poverty, unemployment and deteriorated quality of life
 3. The rural community is most scattered and unorganized – The rural community can be empowered through enlightenment, self-help, group action and integration of internal and external development initiative and processes-
- VIRAT APPROACH

Cont.

4. Indiscriminate large scale mechanization in agriculture and public works.
5. Formulation and implementation of populist schemes instead of real development schemes for the rural areas.
6. Exploitation and corruption of the implementing agencies
7. Adulteration and Exploitation by middle men in input supply and output marketing
8. Non-expansion of non-agricultural sector
9. Lack of proper finance, insurance and storage systems
10. Lack of micro level planning.

Problems & Issues in Rural Development

1. Poverty, unemployment, illiteracy and ill health
2. Lack of social harmony
3. Backwardness in all aspects
4. Degradation of environment and natural resources
5. Decimation of traditional systems and local initiatives
6. Ineffective Local Institutions
7. Eroded moral and cultural values and ethics
8. Negligence of villages in terms of investment and asset formation
9. Application of appropriate science and technology in the villages is totally lacking due to small, fragmented, unorganized and economically unviable land holdings
10. Desertion of villages by the able and elite people.

VIRAT Approach

1. The problems of poverty, unemployment, illiteracy and ill health will be successfully tackled through holistic and sustainable village development.
2. This will be based on micro planning at village level.
3. A base line survey of all the villages in a district and all the house holds in the villages will be covered under the census survey
4. Thematic mapping and identification of natural resources and human resources along with social habits and finally infrastructure etc. are included in the baseline survey.
 - a) Based on the status report or the results of the survey the village master plans will be prepared by a team of subject matter specialists, experts and consultants in consultation with the people.
 - b) The preparation of village master plans will be take-up at the demand of the people with the active financial and other support of the Govt. which is its primary responsibility.

Focus will be given on :

1. Management of natural resources including soil, water, forests etc. duly matching with the available human resources and skills.
2. Agricultural and livestock production systems
3. Fuel and power supply.
 - i. Management and maintenance of repair facilities.
 - ii. Promotion of village and home-based industries and other non-farm activities
 - iii. Post-harvest technology including agro processing, storage and stream lined marketing.

Streamlined Marketing for

1. Rooting out adulteration and exploitation by middlemen by making bulk purchases from the manufacturers by the VPAs based on the assessment of group requirement.
2. Making the input supply agencies responsible for the scheduled quality.
3. Adding value to the produce through processing, grading, packing, storage, stock loan and sample display etc.

The Master Plan for the village will be implemented through:

- ❖ Self-help group/VIRAT Producers' Association and Village Coordination Centre of Accountability based Consultancy by MFC
- ❖ Stake-holders including input supply agency, processing, storage and marketing operators, subject matter specialists and consultants and also agencies dealing with finance and insurance under a single roof at the District level Master Facilitation Centre MFC.

Cont.

1. Model farm to serve as a show case on water distribution and management, micro irrigation systems, land management, integrated farming systems etc.
2. VIRAT Sikshana Kendra for imparting practical oriented training to the rural youth, farmers and agricultural work force in all the aspects of agriculture, live-stock, non-farm sector and other technologies including post-harvest.

Cont.

1. Orientation will also be given to the villagers on self-help, social harmony and unity, group action, moral and cultural values and ethics, traditional systems, local initiatives and local institutions.
2. On job training will be provided to people in the village to upgrade their skills to get gainful employment.
3. Trained candidates will act as change agents in their respective villages.
 - a) Establishing rural sector as organized sector.
 - b) Infusing accountability based culture
 - c) Driving towards creation of agro sector as prime industry.
 - d) Mobilizing stakeholders namely, service providers, Input suppliers and entrepreneurs at all levels and users/ producers at village level.

Cont.

1. Creating global level network of agro business service providers involved in all aspects of agro/rural sector
2. Making villages attractive by providing all facilities for leading a better quality of life

The pace of implementation of the development program would depend upon the:

1. Level of participation and contribution of the villagers
2. Readiness of the Government in providing necessary facilities.
3. The time frame and components of developmental activities would also be in accordance with the same.

Enhancing Productivity

VIRAT Approach

Enhancing productivity is essential

1. To meet the food needs of growing millions of population.
2. To increase the earnings of the rural people who form 70% of the country's population
3. To reduce the cost of production
4. To provide raw materials to accelerate the growth of the processing industries.
5. To boost Agri exports by competing in the global markets
6. To contribute significantly to the GDP, national income and development process.

India's rank among 130 countries

Sl. No.	Crop	Rank
1	Paddy	51
2	Maize	98
3	Ground nut	78
4	Pulses	128
5	Oil Seeds	50
6	Onion	78
7	Tobacco	70
8	Wheat	42
9	Sugar cane	35

Productivity of several crops is abnormally low

Enhancing productivity is the need and scope of the hour in view of shrinking cultivated area and necessity to create employment

Problems & Issues

Soils

1. Soils are degraded over the years due to the negligence of farmers and the Government.
2. The degradation of soil due to soil erosion, salinity and alkalinity.
3. Lack of institutional support, specially in soil testing and extension services.

Water

1. There is no assured water for the crops
2. Even under the assured irrigation sources there is no timely water supply to the crops
3. Lack of planning for optimum utilization of surface and ground water resources.
4. The water use inefficiency is high
5. Improper water management and drainage facilities.
6. Scanty and erratic rainfall with delayed rainfall, dry spells and early cessation of rain and also natural calamities such as floods and cyclones.
7. Agriculture continues to be a gamble in the monsoons.
8. Cropping pattern being imposed from top without considering the farmers need and aspirations.

Technology

1. Lack of availability of dependable technology for scarce rain fall areas
2. Non-adoption or partial adoption of modern agricultural production technology
3. Use of long duration and low yielding local and traditional crop varieties
4. Negligence of good traditional practices such as organic farming emanated over the years
5. Lack of timely operations in agriculture
6. Low level of application of modern critical inputs, specially fertilizers and plant protection chemicals due to obvious risk factors under rain fed farming situations.
7. Excessive and indiscriminate use of fertilizers and pesticides in irrigated agriculture.

Cont.

- i. Unscientific application of science and technology in agricultural production
- ii. Mono cropping leads to imbalanced utilization of nutrients, out break of pests and diseases and parasitic plants.
- iii. Lack of supply of quality inputs, infrastructural facilities, logistic support and poor delivery system.
- iv. High cost of production
- v. Lack of proper finance and insurance.

Interventions

1. Water shed management shall be the first priority followed by water management
2. Maximize the irrigation facility through the exploitation of both surface and ground water resources.
3. Planning for conjunctive utilization of surface and ground water to maximize irrigation.

Improving the water-use-efficiency Through

1. Proper land levelling.
2. Providing assured supply of water to the crops in time and space
3. Educating farmers about the losses due to excess use of water and the benefits of using water to the exact crop requirements.
4. Providing proper drainage facilities
5. Encouraging the farmers to use appropriate micro-irrigation systems.
6. Suggesting and guiding the farmers to go in for suitable crop depending upon the climate and market requirements.

Cont.

Improving the water-use-efficiency Through

- i. Providing institutional support specially in soil testing and extension services.
- ii. Evolving dependable technologies for scanty rainfall areas
- iii. Adoption of modern agricultural production technologies including high yielding varieties.
- iv. Adoption of organic farming, timely agricultural operations, correct dosage of fertilizers and pesticides, diversification of agriculture etc.
- v. Facilitating supply of quality inputs, infrastructural facilities, logistic support and efficient delivery system
- vi. Minimizing the cost of production through adoption of integrated nutrient management, integrated pest management, integrated farming systems and post-harvest technologies.

Improving the water-use-efficiency Through

1. Professionalization and ruralization of science and technology for accountability based consultancy and services.
2. Transfer of technology from lab to land in real terminology
3. The technologies will not only be tested but appropriate, cost effective, profitable and easily adaptable technologies would be generated on the model farms.
4. Model farms would serve as a show case on water distribution, water management, water use efficiency, drainage, micro-irrigation system, land management, integrated farming systems, including crop and live stock production.
5. Arranging proper finance and insurance.
6. Preparation of farm production plans, VIRAT Producers' Association (VPA) / SHG –wise and village-wise, from Micro-level Master Plan based on baseline survey.

Linking of VPAs, VCCs, District level Master Facilitation Centre and VIRAT Sikshana Kendra/Demonstration form at district level

1. Creating awareness among the rural youths, women, farmers, artisans, landless work force and entrepreneurs
2. Supply quality inputs
3. Technical and management advisory services through subject matter specialists and consultancy agencies.
4. Maintenance and repairs
5. Monitoring of crop production etc.
6. Management of village and cottage industries and non farm activities by Self-Help Groups of unemployment rural youth.

Practical oriented training to the rural youth, farmers, women, agricultural work force etc would be imparted in VIRAT Sikshana Kendra in the following areas:

1. Land & water management
2. Integrated farming systems with suitable technologies encompassing agriculture, horticulture, sericulture, apiculture, herbal and aromatic plants and livestock.
3. Biotechnology, tissue culture, seed production, vermi-composting bio-fertilizers , biogas etc.
4. Agricultural engineering
5. Post-harvesting technologies which include primary processing, grading, packing and storage.

1. Trained candidates will act as **Change Agents** in their respective villages
2. On job training will be provided to the rural people in the villages to upgrade their skills to get gainful employment.

STREAMLINED MARKETING – VIRAT APPROACH

The objective of streamlined marketing are:

1. To link producer's associations with district facilitation centre/ agro business township
2. To avoid middle men exploitation
3. To ensure fair price to the farmers.

PROBLEMS AND ISSUES

1. The producer's share in the consumer's price is low
2. The price are depressed immediately after harvest
3. Forced sales of farm produce in the threshing yard itself
4. Forced sales in unfavorable places, times, situations and conditions etc.
5. Sales at less prices to money-lenders and traders at low prices due to hedging arrangements and to clear off old debts
6. Lack of market intelligence
7. Lank of storage facilities
8. Lack of retention capacity of the farmers
9. Lack of proper transport facilities to the market yards
10. Lack of group or cooperative effort in marketing the produce
11. Weak bargaining capacity of farmers being scattered and unorganized community

Problems & Issues

12. Farmers do not have choice to fix the price of their product.
 - i. Presence of chain of middlemen in the Agri marketing system
 - ii. Illegal practices adopted by the traders such as under weighment, taking large quantities as sample and various unauthorized and illegal charges for brokerage, commission, weighment etc.
 - iii. Lack of payment of price according to quality
 - iv. Lack of standardization and grading facilities
 - v. Lack of processing facilities for value addition
 - vi. Delay in payment of money to the producer immediately after sales
 - vii. Lack of market finance/ stock loans

REMEDIAL MEASURES TAKEN BY THE GOVT.

1. The marketing practices are regulated and thus the mal-practices and illegal methods are prevented.
2. The commission charges are regulated
3. Open auction system and tender system are introduced in the bulk farm produce sales
4. Market intelligence, storage, grading and such other services are provided in the market yards
5. The above measures did not yield the desired results due to inherent problems.

VIRAT APPROACH FOR STREAMLINED MARKETING

1. Through providing marketing intelligence to the farmers through village coordination centers.
2. Through encouraging producers' participation and transparency in all the transactions.
3. Through grading and packing for value addition and ware-housing & cold-storage systems linked with key loan facilities.
4. Through sample display whole sale marketing, minimizing the role of middle men in the marketing.

VIRAT APPROACH FOR STREAMLINED MARKETING

Cont.

5. Through linking VIRAT Producers' Associations (VPA's) to the district facilitation centre for output marketing.
 - i. Through facilitating rural sector to become organized through VIRAT producers' associations for enhancing their bargaining power
 - ii. Through ensuring fair price through sample display system
 - iii. Through providing ware housing and cold-storage facilities.
 - iv. Through developing healthy competition amongst the traders to maximize the farmer's benefit
 - v. Through arranging market finance and insurance
 - vi. Through net-working with agro-processing industries, traders and exporters
 - vii. Through networking with the existing market yards/ storage systems

VIRAT APPROACH FOR STREAMLINED MARKETING

Cont.

1. Through providing quality certification of the produce of the VPA's
2. Through creating brand image of the produce of the VPA's
3. Through providing consultancy services in the areas of:
 - i. Market demand & supply
 - ii. Quality certification
 - iii. Creation of value chain
 - iv. Intellectual Property Rights including Patents & Trade Marks
 - v. Sanitary and phyto-sanitary standards
 - vi. Import tariffs, export incentives etc.
 - vii. International business laws and business ethics etc.

SUSTAINABLE DEVELOPMENT THROUGH SHGs/ VPAs

1. NEED FOR GROUP ACTION TO TACKLE PROBLEMS OF RURAL PEOPLE
2. SELF HELP GROUPS (SHGs / VIRAT PRODUCERS' ASSOCIATION (VPAs) FACILITATE GROUP ACTION AND BRING OUT INHERENT CAPACITIES OF THE PEOPLE THROUGH SELF-HELP
3. ADOPTION OF PRINCIPLE OF EACH FOR ALL AND ALL FOR EACH
4. FARMERS' EMPOWERMENT & SUSTAINABLE DEVELOPMENT THROUGH GROUP ACTION IN :
5. WATERSHED DEVELOPMENT, INFRASTRUCTURE, MAINLY IRRIGATION, DRAINAGE AND ACCESS WAYS
6. CREDIT, FARM PRODUCTION, QUALITY (ADULTERATION FREE) INPUT SUPPLY AT REASONABLE PRICES
7. STREAMLINED OUTPUT MARKETING WITH STORAGE, PRIMARY PROCESSING ETC.

SHGs/ VPAs- Problems & Issues

1. LACK OF ORGANIZATION
2. LACK OF GROUP COHESIVENESS & CONFIDENCE BUILDING
3. LACK OF SOCIAL HARMONY
4. GENDER BIAS
5. INADEQUATE SUPPORT OF GOVT. AGENCIES IN FORMING AND STRENGTHNING OF SHGs
6. INADEQUATE FINANCIAL SUPPORT FROM THE GOVT. AND BANKING SECTOR

SHGs/ VPAs- Problems & Issues

Cont.

- i. Lack of awareness and education of the people
- ii. Inadequate identification of location – specific production activities
- iii. Lack of proper demand assessment including forward and backward linkages
- iv. Lack of training facilities and upgradation of skills and promotional opportunities.

VIRAT APPROACH FOR SUSTAINABLE DEVELOPMENT

1. ESTABLISHING VIRAT PRODUCERS' ASSOCIATION (VPSs) WITH ECONOMIC VIABILITY AND EFFICIENT MANAGEABILITY
2. VPAs SHALL BE FORMED BY FARMERS WITH AN AREA OF 500 Ha AND EACH VPA SHALL HAVE 10 TO 15 SELF-HELP GROUPS (SHGs).
3. VILLAGE COORDINATION CENTRE (VCC) WITH INTERNET FACILITY AND DIGITAL CAMERA WILL BE SETUP BY THE PROMOTER COMPANY TO COORDINATE WITH VPAs
4. THE COORDINATION CENTRE WILL PROVIDE NECESSARY BACKUP IN ASSOCIATION WITH VPAs., GOVT., AND OTHER EXTERNAL AGENCIES.
5. THE VILLAGE COORDINATION CENTRE WILL PLAY A ROLE OF FACILITATOR WITH THE GUIDANCE AND SUPPORT FROM DISTRICT LEVEL MASTER FACILITATING CENTRE (MFC), AND VIRAT PROJECTS (P) LTD.
 - i. THE VILLAGE COORDINATING CENTRE WILL ASSIST IN THE PREPARATION OF VILLAGE MASTER PLAN WITH THE SUPPORT OF THE GOVERNMENT AND LOCAL BODIES

THE VILLAGE COORDINATING CENTRE (VCC) IN ASSOCIATION WITH VPAs

- ❖ FACILITATES SUPPLY OF QUALITY INPUT ON WHOLE SALE BASIS
- ❖ PROVIDES CONSULTANCY SERVICES UNDER SINGLE WINDOW SYSTEM AT A REASONABLE CHARGE ON ACCOUNTABILITY BASIS

THE VCC SHALL ACT AS LIAISON BETWEEN

1. THE FARMERS
2. VIRAT SIKSHNA KENDRA
3. DISTRICT MASTER FACILITY CENTRE (DMFC)

VCC SERVICES INCLUDE

- i. TRANSFER OF TECHNOLOGY TO VPAs
- ii. MID SEASON CORRECTION BASED ON FEED BACK FROM THE VPAs
- iii. TO PROVIDE RELEVANT TECHNICAL INFORMATION TO VPAs
- iv. VCC WILL BE MANAGED BY FULL TIME COORDINATOR APPOINTED BY DMFC
- v. **ORGANISATIONAL SETUP OF VPA**
- vi. GENERAL BODY OF VPA 2 MEMBERS FROM EACH SHG)
- vii. EXECUTIVE COMMITTEE-PRESIDENT, VICE PRESIDENT, SECRETARY, JOINT SECRETARY, TREASURER AND EXECUTIVE COMMITTEE MEMBERS. STRENGTH OF EC CAN BE DECIDED

ADVANTAGES OF VPAs

1. FORMATION OF VPAs AT VILLAGE LEVEL WILL ACT AS A CATALYST TO BUILDUP CONFIDENCE
2. IT ENHANCES AND EMPOWERS CAPACITY BUILDING THROUGH AUGMENTATION OF SKILLS AND LINKAGES
3. IT PROMOTES GROUP COHESIVENESS AND SOCIAL HARMONY FOR THE ADVANTAGE OF ALL MEMBERS OF THE SOCIETY WITH THE PRINCIPLE OF EACH FOR ALL AND ALL FOR EACH

Cont.

- i. Organized groups enhances bargaining capacity
- ii. Reduces cost of inputs and root out adulteration
- iii. Helps to get fair price for the produce restricting middlemen exploitation
- iv. Empowering people to develop leadership and entrepreneurial qualities
- v. Attracts investors, insurance & financial institutions consultancy organizations, traders and processing industries.
- vi. Prevents and uproots social evils, like drinking, gambling etc.

Primary Program- Micro Planning

- Contacting all the house holds of the villages in the selected district or districts simultaneously.
- Preparation of village wise Master Plans treating each village as project for sustainable development.
- Confidence building & motivation of all stake holders and beneficiaries.
- Preparation of district wise project reports on Sustainable Rural and Outlay of a maximum amount of Rs. _____ per district per scheme as per the guidelines of Government of India.
- Involving all walks of life in the society on holistic & partnerships lines

Completion within ____ months as per availability of help and co-operation by the Government from the date of entering MOU

How to Achieve the above?

Methodology -Projectisation

1. Baseline Survey
2. Knowledge Society
3. Village life & Infrastructure
4. Agri-tech & Business

1. Baseline Survey

- Assessing
- Resource availability & utilization pertaining to all the household in a village.
- Productivity, production, employment, income levels, problems.
- SWOT analysis.
- Village Master Plan by experts for all the villages in each district.
- Preparation of District wise SGSY Special projects reports (GOI) as mother project, which will facilitate for all other developmental schemes in that districts.
- Awareness campaign about Government Policies.
- Formation of SHGs and village(informal) assemblies.
- Creating Favorable Political Environment.

2. Knowledge Society

Training Institute

- Practical orientation
- Earn while you learn.
- On the job training at village level
- Entrepreneurship-Social, Economic and Cultural upliftment.

Model Farm

- Location specific
- Application Research
- Integrated Farming Systems
- Technology demonstration.

3. Village Life & Infrastructure

- SHGs – organized Sector-Group action-Mutual Help
- Village Coordination Centre
- Bulk Purchase of inputs.
- Liaison between Farmers' training institute and Agri-tech business township.
- Infrastructure:
 - Drinking water& Irrigation water.
 - Drainage & Sanitation.
 - Primary processing, Grading & Packaging
 - Warehousing, housing Community halls etc.
 - Non-Conventional energy generation system.

4. Agri-Tech & Business Township/ Master Facility Centre (MFC)

- Located at district Head Quarters to serve Rural areas as a catalyst.
- All services and inputs under single roof.
- Streamlined wholesale marketing on sample display basis.
- Storage & Cold storage etc.
- Processing industries, Food Parks and exports at suitable locations attracting investors.

Agro Business Township /Master Facilitation Center(MFC) at a selected District/Parliament Constituency

Need and justification

Rural sector is most un-organized/disorganized. It remains backward on account of lack of application of science & technology; inadequately developed delivery system; low level of professionalism and management. Rural areas characterized by low productivity, unemployment and poverty. 'Quality' is not given due importance. It is estimated that 30% of farm produce is lost mainly due to lack of post-harvest and processing facilities. Even in the production itself several defects and deficiencies are recognized. The cost of production in agriculture is on the increase, as the expensive fertilizers are not applied based on soil testing. Further, the inputs supplied to farmers to be adulterated, spurious and are of low quality. The farmers are exploited in input purchase. Appropriate technology is also not made available to them. Proper finance is also not available. It is not enough if technology alone is extended. Technology without input supply is a waste and input supply with technology is inadequate. Further, the farmers have neither processing nor storage systems.

Further more, the farmers generally receive low share in consumer's price. Market intelligence is not available. Grading of produce is not scientifically done and price is not paid according to quality. Farmers are exploited in their output marketing. Facilities for sample display of inputs and agriculture produce are not available. All the above factors have been causing substantial loss to the farmers and to the society as a whole. In this scenario, provision of all facilities and service under a single roof (at one place) go long way in the development of the district/parliament constituency.

Objectives

- To locate all the service, finance, insurance etc under a single roof.
- To professionalize the service and to extend accountable advisory service, management consultancy etc. on service charges.
- To provide facilities for quality testing, sample display and wholesale marketing, storage systems and other supportive infrastructural facilities.
- To encourage entrepreneurs to use facilities at the township for establishing their corporate offices, cold chains and storage systems etc.
- To attract investors to invest on various enterprises in the township and secure attractive returns on their investments.

Implementation Strategies

- The township/MFC will be located on about 100 acres of land to be provide by the state government on partner-ships basis on mutually terms of Govt and VIRAT/Chief promoters of district/ parliament constituency. The promoters will select the location. Entrepreneurs and investors will be attracted to provide the necessary facilities and services at this township/MFC.. VIRAT itself may establish certain enterprises and create facilities on its own. Entrepreneurs, professionals and others may purchase building accommodation at out-right purchase or lease basis. The important components on the township /MFC (Master Facilitation Center) are
- Offices accommodation for Science &Technology and management consultancy including market watch & market intelligence on accountability and single window holistic services of agro servicing system by scientific community groups of corporate organizations- which is called accountability based agro servicing system on corporate lines to compete and overcome the challenge of corporate and contract farming in a garb of globalization.
- Accommodation for Quality testing labs, Sample display based wholesale marketing of shopping complex systems for agro produce & inputs, Cold-storage and Ware-housing systems etc.
- Office accommodation for Export houses, Financial and Insurance organization, transport agencies etc.

Means of Finance-Stakeholders

- VIRAT Projects Pvt. Ltd as chief promoter or its franchisee
- Govt. procurement/allocation of land for MFC and demonstration farm on partner-ships or market value basis including grants and subsidies.
- Funds from SGSY scheme
- Financial institutions
- Investors & Entrepreneurs on partnerships
- Individual investors of lease rent based income like any other urban property investors
- Traders, businessmen and industrialists, professionals and
- Cooperative institutions

Time Frame

- Work will be initiated immediately after handing over the land to VIRAT/ Chief Promoters of the district/ Parliament Constituency.

Expected Benefits

- Elimination of exploitations and adulterations to both producers and consumers by streamlined sample display wholesale marketing through agro business-township/MFC
- Making available better quality inputs /products at reasonable prices.
- Expansion of trade and business.
- Enhancing Govt. revenues & taxes.
- Fillip to exports and foreign exchange earnings.
- Reaping the benefits from quality testing, processing, cold -storage and ware-housing systems.

Holistic & Accountability based Corporate Agro-Servicing System – “VIRAT”

(ADVANTAGES/ BENEFITS FOR INVESTORS/CORPORATES AT DISTRICT /PARLIAMENT CONSTITUENCY LEVEL AGROTECH-SUPPORTIVE INFRASTRUCTURE/ MASTER FACILITIES CENTRE (MFC) TRAINING/DEMONSTRATION FARM AS APPLIED SCIENCES CENTRE (ASC))

- A. Agro-tech business townships at district/ parliament constituency HQ (100Ac) of required land on partner-ship or market value basis by Govt.
 - 1. To provide working/ business space on sale /lease basis for Science & Technology consultancy service providers, quality testing labs, grading & packing units for agri-produce, sample display show rooms for wholesale marketing of Agro-products, inputs, Machinery & implements, warehousing and cold storage units, business offices of processing industries and export houses, office space for insurance, finance, transport and communication agencies.
 - 2. Residential units for business executives, professionals and supportive man-power. When the real estate development is more than 100 Ac. There is every possibility of attracting FDI.
- B. Application research and practical training farm 250 Ac of required land on long term lease by Govt. (Earn while you learn basis) for Rural Youth at suitable locality with perennial irrigation facility in the district/ parliament constituency. The cost of training will be made good by the work output of the trainees. The major output from the training farm will be vegetables and seeds along with various traditional commercial crops and allied activities of the district.

C. Expenses for Micro planning and preparation of Village Master Plan (VMP) and further social transformation programs can be met by the corporates from their social responsibility budgets or by the governments.

To attract the investments as above the Govt. may come forward to facilitate or provide the land on partner-ships or at market value basis with facilities like water, power and access roads, incentives like exemption of stamp duty, land use conversion charges, and exemption from VAT etc. up to 5 years from the date of grounding including income-tax.

The VIRAT group(Concept developer and a responsible programme implementer) will be in the fore front of the project right from the procurement of suitable land for this project as well as in all subsequent activities (viz super special technological support and related facilities commensurate with the requirements to ensure successful implementation of the project) will be additional attraction to investors/corporate.

SUSTAINABLE RURAL DEVELOPMENT, - A PEOPLE'S MOVEMENT, -BACK TO VILLAGE –FIGHT POVERTY, ACCOUNTABILITY & COORDINATION, FOOD SECUTITY-SOCIAL HARMONY, ERADICATION OF ALL TYPES OF EVILS –TERRORISM OR ANTI SOCIAL ELEMENTS ETC,. AND RE-ESTABLISHMENT OF RESPECTABILITY OF FARMING COMMUNITY- SOLUTION FOR DEJECTION TENDENCY OF FARMING SECTOR BY FARMING COMMUNITY, WHICH IS A NEED OF THE HOUR FOR FOOD SECURITY TO THE HUGE POPULATED COUNTRY OF 125 CR PEOPLE.

Thank You

Investment offer/opportunity

To

Corporate/investors as chief promoters for development of Agro-Tech/Master facilities centers & Training /commercial farm estate with social responsibility(A,B&C)

For

Aboutdistricts of.....State

In collaboration with the Govt.. as facilitator & VIRAT Projects Pvt.Ltd
Company(Hydearabad) as coordinator.

- A. Master facilities center in.....ac of land at each district Head Quarters initially it is an urban development/real estate project for rural services on holistic lines treating the district as an operational unit for accountability based services. Capital investment required is Rs.....cr for each center/district. Profit at 36th month will be about Rs.....Crores
- Total population of the district will be the users of the centers.
 - This approach/VIRAT is designed for creation of peoples movement involving all sections of the society for food security and social harmony.
- B) Training & demonstration farm in 250 Ac of land at suitable locality with all facilities & amenities in each district for commercialization of Agro-Sector. Major production in the farm will be vegetables & seeds for more profits. The farm will be well suited to corporate retail market groups in motivation of farming community for quality products on regular basis. Capital investment required is Rs.....cr This will be appreciated up to a minimum value of Rs.....cr up to the end of 3rd year.

C) Micro-planning & preparation of village Master Plan (VMP) for each village in the district, treating the village as a project for economical development & social transformation establishing rural sector as an organized sector. Capital investment required is Rs 100 crore for micro-planning & establishment of MFC and marketing promotion for scale of commercial units of master facilities center. This investment of Rs 16.25crore of micro planning cost will be treated as social responsibility budgets initially or preoperative and market promotion expenses of MFC

Note: When this becomes peoples' movement involving all the Rural families transacting for all their inputs including technology and knowledge and all their outputs are channelized through Agro-tech district level master facility center, the value appreciation of the real estate in the facility centre will be phenomenal and not as per conservative estimates.

VIRAT

GRAMSWARAJ-A PEOPLE'S MOVEMENT

To initiate the implementation of VIRAT program in..... State on PPP basis, the Govt.. As a facilitator and monitoring authority . Govt.. May come forward with a suitable policy and political will.

“VIRAT” Policy includes:

Attraction to district wise chief promoters/coordinators/investors with incentives and facilities shown below.

a) Required land ofac at district/parliament constituency H.Q for creation of supportive infrastructure/Master facilities center andAc of land for practical training farm at district level in a suitable location for operational excellence of the VIRAT program on the basis of partner-ships between..... State Govt.. And VIRAT as chief promoters of the district selected by the Govt..

b)Exemption from stamp duties at the time registration of above land, land use conversion charges and VIRAT etc., on establishment of Master Facilities center.

c) Arrangement of connecting roads for the above centers.

d)Arrangements of water and power supply for the above centers.

- e) Allotment nodal officer (joint collector cadre) at district level and mandal level (Thahasildar cadre) Nodal officer to co-ordinate up to village level Govt.. Machinery.
- f) Allotment of special Chief Secretary Rank Nodal officer to co-ordinate all the district level Nodal officers.
- g) Recommendation to Govt.. Of India for exemption of income tax for a period of 5 to 10 years for the investments in the above infrastructure centers.
- h) Recommendation to Govt.. Of India for a period of 5 years exemption of income tax including with out asking the source of investments about investments at district/Taluk/mandal & village levels for Miner/Micro irrigation, storage systems, shall scale processing Industries and Non-conventional energy generation and distribution systems etc.,
- i) The responsibility of collection of secondary data at the time of preparation of village wise master plans and subsequent developmental Govt..programs & schemes will be under Nodal officers, village panchayat and beneficiaries Self-Help groups with the association of accountability based holistic service providers/Chief promoters of district level Master facilities center & training farm

.....-A model state

VIRAT

Required steps by Govt.. Of.....State FOR

IMPLEMENTATION OF VIRAT/sustainable Rural development programme
district/parliament constituency wise in the state

1. Basic information about VIRAT already presented
 - 1.1 Policy decision to implement VIRAT.
 - 1.2 Selection of chief promoter district wise
 - 1.3 Allocation of land on market value or partner ships basis for district master facility center-100 acres.
 - 1.4 Allocation of land on long term lease basis for training farm-250 acres.
 - 1.5 Nomination of district level Govt.. Nodal officer for facilitating VIRAT activities.
 - 1.6 Associated infrastructure facilities for water, electricity, communications etc.
 - 1.7 Incorporating ofstate Agrotech Infrastructure corporation(..AIC)or suitable existing corporation if any which shall hold a mutually agreed equity in the Joint Venture with each District Level Chief Promoter.

Grand Offer for Agro Business Township/ MFC at District Head Quarters

- ❑ Welcome to a wonderful concept of 'VIRAT' which gives an opportunity for the Investors/ corporate firms to associate themselves with Virat Projects for Joint venture or Franchise.
- ❑ 'VIRAT' is unique project based on a fundamental philosophy of helping people to help themselves in the rural sector and making a model district/state in the country in attaining sustainable development on holistic lines in the areas of Agriculture and Rural development.
- ❑ 'Spirit of giving', is the central theme of VIRAT concept, to act as a catalyst in attaining exploitation and adulteration free input & produce marketing and providing technology to improve productivity, through single window.

FRANCHISING

Virat is committed to offer comprehensive training and support model to the franchisee firm/ Investor to establishment and use agro business township/MFCs. (Infrastructure and all on going activities). The franchise is also proposed to be expanded to the other districts in the country after successful completion of the project (Agri business)

With the initiative and drive from Joint venture/ Franchise, the opportunity is here to build a new and prospective future for farmers who constitute 70% of our population.

Virat Streamlined Wholesale Marketing Services- A scenario:

The district level supportive infrastructure centre called MFC would provide working space/ business place on sale/ lease base for Science & Technology professional groups, quality testing labs for inputs and outputs, soil, water including mobile lab facility, entrepreneurs, corporate sector, funding and insurance organizations, model grading and packing warehousing & cold storage, deep freeze container facilities, sample display whole sale marketing shopping complex for inputs & produce/ products and air conditioned shops for perishable produce of rural sector, traders and commission agencies and export houses coordinated by market intelligence & market watch centre having network at the State/National/Global level. It would be run on commercial lines.

Village Coordination Centers (VCC)

- Provides consultancy services of experts from Agri-business township under single window system.
- Facilitate purchase of quality inputs on wholesale basis and out put marketing through Agri-business township.
- Liaison between farmers, training institute and Agri-business township-a network is created.
- Physical & Social Infrastructure at village level.

Sources of Funds for VCC

- SGSY Special Project.
- Ongoing Central and State Govt. Schemes.
- Institutional Finance.
- Equity of Qualified worker-entrepreneur located at the village of self employment.
- Investment of VPPL as Chief Promoter

Expected Benefits

SHGs & Producers Associations.

- Motivate and orient people for their participation in baseline survey and micro planning.
- Act as catalyst in confidence and capacity building
- Enhances bargaining power
- Helps social mobilization

VCCS

- Eliminate exploitation and input adulteration through streamlined marketing.
- Create demand for facilities at Agri-business township.
- Attract investors, financial & insurance agencies, traders and processing industries etc.

Initial Programme

The initial program is micro planning
(preparation of Village wise Master Plans)

- ✓ Treating each village as a project .
- ✓ For sustainable development on holistic lines.
- ✓ District as an operational unit.
- ✓ For accountability and single window based holistic services.
- ✓ For adulteration & exploitation free streamlined whole sale marketing system for inputs (sample display show room methods at district level)

Strength of the organization

- Virat Projects Pvt. Ltd.- Chairman & “VIRAT” Foundation –Founder, M. Surya Narayana Reddy.
- With roving experience in rural areas.
- Full dedication for development of rural India.
- For sustainable development of rural sector
- With the motto “back to village” and “fight poverty”
- Showing a practical and suitable way to eradicate the exploitation of labour
- Exploitation by middle men at the time of marketing of inputs and outputs.

Developmental Schemes of State & Central Government Agencies/ Institutions

- Ministry of Rural Development, GOI
- Swarnajayanthi Gram Swarozgar Yojana (SGSY)
- Hariyali (Government of India)
- Central Rural Sanitation Program (Total Sanitation campaign)
- Economic Development Schemes (for the persons belonging tot Schedules Casted and Scheduled Tribes)
- Swajaladhara
- Indira Awaas Yojana
- Pradhan Mantri Gram Sadak Yojana
- STEP Scheme of Ministry of Women & Child Welfare, GOI
- Schemes of National Horticulture Board.

Cont.

- Schemes of Ministry of Food Processing
- Schemes of APEDA
- Schemes of KVIC, NABARD and SIDBI
- Schemes on Strengthening of Agri-extension Services and Women in Agriculture of MOA&C (GOI)
- Capital Investment Subsidy Scheme for Ware house and Cold storage units.
- Scheme on promoting use of informatics in Agri. Coordinated by NIAM.
- Schemes of Species Board, GOI
- Schemes of Horticulture Department, GOI

Cont.

- Scheme on Agmark grading and Standardization.
- Few more attractive market support schemes on stream lined marketing run by private sector, similar to VIRAT are likely to be announced by the GOI as indicated by FM
- PURA a project conceived by His Excellency the President of India Shri. APJ Abdul Kalam for providing urban facilities in rural areas.
- These Development Schemes are not exhaustive and there are several below the carpet.
- In spite of flooding of schemes by the Govts. For the benefit of Rural India no cognizable benefits could reach the people.

VIRAT is the agency to act as a catalyst for speedy and proper accrual of destined benefit of rural areas.

Swarnajayanti Gram Swarozgar Yojana (SGSY)

Bring the assisted families above the poverty line ensuring sustainable income

1. This is a centrally sponsored scheme with an investment share of 75:25 between Centre and State.
2. Choice of the activity should be based on the local resources (Preparation of Master Plan). Land based activities have shown more sustainable income.
3. Expenses for preparation of project reports will be born by the DRDA from its administrative expenses.
4. The items under SGSY are 1) Training, 2) Infrastructure, 3) Revolving fund to SHGs and 4) Subsidy for economic activities.

Cont.

5. The expenditure on infrastructure shall not exceed 20% of the annual allocation
6. Rs. 5.00 lakhs may be spent on management of professional inputs related to marketing research, value addition or product diversification.
7. Main focus is on the organization of SHGs consisting for 10 to 20 members (80% shall be from BPL families)
8. Group loans for the activity are entitled for a subsidy of 50% subject to a max of Rs. 1.25 lakhs or Rs. 10000/head
9. Swarojgaris shall be 50%, SC/STs, 40% women and 3% disable.
10. The basic training cost shall not exceed Rs. 5000/trainee

Hariyali

(1-4-2003, Government of India)

Harvest every drop of rain water for the purpose of irrigation, Plantation, Fisheries etc.

- Create regular source of income to panchayats from rain water harvesting and management.
- NGO-PIA shall normally be assigned 10 to water sheds
- Community mobilization and training are pre-requisites for initiating development works in a water shed project by PIA/ NGO
- The present cost norm for Water Shed Work (Rs. 6000/ha) – 5% for community mobilization and training and 10% for administrative expenses. The balance 85% will go for water shed execution
- The mini watershed is for 500 ha and the amount has to be spent in 5 years – 15%, 30%, 30% 15% and 10% each year respectively.

Central Rural Sanitation Program

(Total Sanitation campaign)

Bring about an improvement in the general quality of life in the rural areas:

- The cost of start up activities like Base line survey, project implementation plan, training of key program managers at the district level etc. shall be fully met by the Central Government (<5%)
- Information Education & Communication are important components of the program. For this funds shall be provided by the Central & State Govts. In the ratio of 80:20 (<15% of project cost)
- Rural Sanitary Mart/ Production Centre may be opened and operated by NGO/ SHG. (5% or < Rs. 3.5 lakhs)

TSC Component wise earmarking and funding pattern

Sl	Component	Outlay	Contribution Pattern		
			GOI	State	Household/ Community
A	Start up activities (Preliminary survey, publicity etc.)	Less than 5% (subject to a ceiling of Rs. 20 lakh per day)	100	0	0
B	IEC including motivational awareness and educative campaigns, advocacy etc.	More than 15%	80	20	0
C	Alternative delivery mechanism (PCs & Rural/ Sanitary Marts)	More than 5% subject to a max of 35 lakhs per district	80	20	0
D	Individual latrines for BPL/disable household. Community sanitary complexes	Less than 60% (subject to constraints in table -1)	60	20	0
E	Individual household latrines for APL	Nil	0	0	100
F	School sanitation including Anganwadis (hardware & support services)	More than 10%	60	30	10
G	Administrative changes, including training, staff, support services. Monitoring and evaluation etc.	Less than 5% (subject to a ceiling of Rs. 40 lakh per dist.)	80	20	0

National Scheduled Casts Finance Development Corporation (NSFDC)

- Financing projects for the economic development of the Scheduled Caste persons
- Annual income of the person shall be less than Rs. 40,000/-
- For the societies all persons shall belong to SC
- Subsidy to the beneficiary is 50% of unit cost or <Rs. 10000/- for projects up to Rs. 25000/-
- The exposure of NSFDC will be limited to Rs. 150 lakhs in the case of identical projects/units/profit centers
- The loan has to be repaid with in 10 years
- Working capital loan may be provided up to 70% of Rs. 7 lakhs which has to be repaid in 3 years.

Swajaladhara (Central Project)

Adoption of demand-responsive adoptable approach along with community participation.

- Full ownership of drinking water assets with appropriate level of panchayats
- Minimum share of community for 40 lit per capita per day project is 10%
- Up to 55 lpd it is 20% and the extra cost above 55 lpd
- State Govt. would be the coordinating agency

Indira Awaas Yojana

- To help construction /up gradation of dwelling units of SC/ST members, freed bonded labor and other below poverty line in rural area through lumpsum help.
- The ceiling grant for house is Rs. 25000/-
- Upgradation of unserviceable house is Rs. 12500/-
- For house hold with annual income up to Rs. 32000/- construction loan up to Rs. 50000/- may be given.

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The attitude of some persons in responsible positions in present is entirely different (they feel that their responsibilities are powers without any degree of accountability). They complain: I have no time to hear and think about all this. Let us take an example:

There is an incident in “Rama Rajya” dreamt by the prophet of Gram Swaraj Mahatma Gandhi, which is the programme basic to the above discussion. A dog got audience with Sri. Rama to make a complaint. The Complaint was that its master fed it with leftovers from his plate. Sri. Rama asked with astonishment-are other masters not feeding their dogs with leftovers from their plates? Then the dog replied-I am not concerned with other dogs and their masters. It is their business. But, my master is being considered a Brahama-Jnani. I too thought likewise and served him with devotion. He fed me with leftovers from his plate but never ate leftovers from my plate. Thereby he betrayed my trust. Sri. Ram was the emperor of the whole world. On this touch-stone , we can assess the responsibilities/ powers of the present persons and see for ourselves the amount of truth in their words.

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Another relevant incident: Before, the Kurukshetra war, in the assembly of kings, Lord Sri. Krishna spoke these prophetic words- “All the kings have become character-less and despotic not intend to treat the people, the land and all the moving and non-moving creatures as objects of pleasure. The king is only a symbol. Ministers, representatives of urban assemblies, seers, pundits, farmers of policy, experts belonging to various occupations- these are all partners in governance. The king is the person who mobilizes them and protects the people according to law and justice. He is the aid servant of the people. This war would be the instrument for lighting a new torch of wisdom. We should act with the firm resolve that we are fighting for the establishment of Dharma, without ulterior motives. Death is casting its shadow on the crowns of kings. It seems that no one can escape it.

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Generally, in societies which are degenerate, the government, which should be an organ of social life and should act as a facilitator for the remaining organs, becomes all-powerful. Thereby, all the powers are centralized. That alone is the root cause of all distortions. When these distortions become aggravated beyond limits or when a capable leader emerges, war of DHARMS are fought; mighty movements are launched. The sections which symbolize all those distortions, which centralized duties as powers and rights, and enjoyed them, are removed. Thereafter, as a part of the re-establishment of DHARMA, rejuvenation of decentralized social systems is achieved. This is the historical truth. This is the compass.

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Is a good society created by a good government? Or, is a good government formed in a good society? The long-term remedy lies in finding out the root cause of the disease, giving appropriate treatment, regenerating the systems and consolidating them. As mentioned above, in a degenerate society, the government entrenches itself as supreme and all powerful. The responsibility and accountability of creating a good society should be taken up by the present governments which have removed the previous governments. They have created confidence and inspired them to conduct movements. And, previously all power was with the government. Therefore, it is the responsibility and accountability of the governments to direct the creation of a good government through appropriate reforms, through decentralization of power ensuring participation of all sections of the people, and through giving some incentives in the early stages. Only after that can the process mentioned above would be consolidated. Through good leadership can be established good government and thereafter good society. That is DHARMARAJYA . This is the voice of the Rishi/ voice of the wise.

“Let thousand flowers bloom”