

KESHAV SRUSHTI GRAM VIKAS YOJANA

IMPACT REPORT



**By Rastram School of
Public Leadership**

Rishihood University

Title: ***Keshav Srushti Gram Vikas Yojana Impact Report***



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Namaste,

Swami Vivekanand once said, “Service to Man is Service to God.” Bharat today needs organizations that are grounded and rooted in bhartiyata and espouse the spirit of the land. It, therefore, gives me immense pleasure to present an impact report on the work done by Keshav Srushti who have over the last 40 years worked to improve the lives of villagers in tribal talukas of Palghar district in Maharashtra. Over the last five years, through the Gram Vikas Yojana, they have worked to facilitate change by focusing on education, livelihood, health, and agriculture.

Two of our interns from Rashtram School of Public Leadership spent 1.5 months on the field to learn firsthand the various initiatives implemented under the Gram Vikas Yojana and the full scope of their impact.

As India’s first social-impact University, our focus at Rishihood University has been to ensure that we nurture a generation of leaders who can bring a positive change in the world. The work that Keshav Srushti has been able to do in the last 40 years and specifically in the previous five years through the Gram Vikas Yojana is an inspiration, one that organizations working in social impact space can learn from and use as a blueprint.

It has been a privilege to see firsthand the transformation Gram Vikas Yojana has brought about in a short span of 5 years, and I hope you enjoy reading the work they have done as much as we enjoyed learning from them.

Thanking You

Shobhit Raj Mathur

Vice Chancellor, Rishihood University

Co-Founder, Rashtram School of Public Leadership.

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About Rashtram School of Public Leadership

This study is an impact report done by Rashtram School of Public Leadership, Rishihood University.

Rashtram School of Public Leadership is spread on the sprawling 25-acre campus constituted in the Rishihood University premises in Delhi NCR with plenty of verdant open spaces which correspond well with the expansive thinking and the learning and living philosophy that we nurture at Rashtram. The unhindered view of the sky, sweeping carpets of green, and waking up every day to the sound of chirping birds, all add a sylvan touch to life here. The L2 Framework at Rashtram facilitates a modern-day Gurukul - a residency model wherein learners and mentors live together. Students are encouraged to initiate and participate in special interest groups around literature, art, music, dance, pottery, and theatre during their stay on campus.

Rashtram School of Public Leadership was established in the year 2014 as Vision India Foundation with the focus of training young people towards nation-building. One of the flagship programs of VIF has been the VIF Fellowship. It's a 3-year program that equips young people to build a career in Nation-Building. Till date more than 40 people have graduated as VIF Fellowship alums and they have worked in fields ranging from education, governance, and politics to climate change.

In the year 2019 however, VIF took an institutional form and became Rashtram School of Public Leadership. As a research-driven academic institution, the intention is to deepen impact on public life, in four key domains: Politics & Government, Development & CSR, Public Policy & Strategy and Media & Culture and bring about a systemic transformation in India through knowledge creation. Rashtram School of Public Leadership nurtures 'self-aware' and 'civilisational-assured' public leaders who are nourished by Indic knowledge traditions and systems of thought by transforming the self, involving learners in immersive learning and giving them a global outlook.

The VIF Fellowship was also given an institutional form called the Post Graduate Diploma in Leadership which is a one-year residential public leadership programme to nurture future leaders and civilisational assured leaders of India to produce authentic action.

Rashtram School of Public Leadership has worked towards creating an eco-system of public policy professionals by running public policy bootcamps, public policy programs for executives, governance expeditions, world governance expeditions. Over the last 7 years since its inception as Vision India Foundation, the institute has trained over 2000 youngsters to take up an active role in nation building.

Many alumni of Rashtram have now joined government departments as lateral entrants, cleared the UPSC and taken up an active role as bureaucrats, joined think tanks, & CSR institutes and founded social enterprises.

Rashtram School of Public Leadership has also been actively running an internship program with the National Commission for Scheduled Tribes to train young students to work in tribal areas and understand the governance challenges faced by members of the tribal communities. Till date, 21 interns worked for 3 months, and analysed 8 districts and the various government schemes implemented there. The final aim of the internship is to prepare a vision document to be placed in front of the Honourable President.

The institute has also worked on social impact projects, public policy reports, and fellowship programs for state governments apart from training and education in the field of public policy.

You can read more about the institute here: <https://rashtram.org/> and about the course here: <https://rishihood.edu.in/pg-diploma-in-leadership/>



Acknowledgement

First of all, we would like to express our sincerest gratitude to Keshav Shrishti and Rashtram School of Public Leadership for giving us the opportunity to do an impact study of Keshav Shrishti Gram Vikas Yojna's work.

We are deeply thankful to Nirmala Samant Ji Director Partnerships and Operations at Rashtram School of Public Leadership, Neelakantan Aiyyar Ji, Treasurer Keshav Srushti and Ankush Agarwal Ji for their continued support and belief in us to prepare this impact report. This report would not have been possible without your patronage.

We would also like to thank Aravind Natarajan Ji, Program Manager at Rishihood University who guided us from time to time during the fieldwork and also understood our many mistakes.

We would like to place on record our sincerest gratitude to Keshav Srushti's staff Dilip Ghatal ji, Sunil Gojara Ji, Kailas Kurkute Ji, Sneha Supare Ji, and all their colleagues who took us on field visits and provided us with the required information.

Also, our sincere thanks to Divya Vidyalaya Ji, Make A Difference Foundation, Umesh Chaudhari Ji and Dongri pada workers who took utmost care of our accommodation and food during the fieldwork.

Last but not the least, our sincerest gratitude to all the villagers of Wada, Vikramgad and Jawahar who are the real pillars of this project and a real inspiration.

- Vaishnavi Satpute & Karan Rathod

Research Methodology

The study/impact of the work done by Keshav Srushti from 2017 to 2022 has been done using different types of research methodology. While preparing this report, group discussions, surveys and interviews were used as major research methodologies. In Palghar district, Wada, Vikramgad, Jawahar and Mokhada talukas, the village development scheme works. In total, 35 villages in six divisions of the taluka actually used this research methodology. Here is a detailed account of the methods used are as follows.

Focus Group Discussion: Group discussion was the main research method used to get important information about the work of Keshav Srushti Gram Vikas Yojana. It also helped get in-depth information about the bamboo project, majorly in Jawahar and Vikramgad talukas. This research method was used in a total of 8 villages.



Focused Group Discussion in Bamboo Project

Personal Interview: This method was applied to get information about the impact of various dimensions of Keshav Srushti Gram Vikas Yojana, which has been running since 2017, the main research method of interview was mainly used. The main use of the interview research method was to understand how much financial benefit was achieved at the personal level and with the Keshav Srushti Scheme.



Personal interview with the villagers for understanding various schemes of Keshav Srushti

Observation: The observation method helped get information about the impact of various dimensions of the village development plan of Keshav Srushti, which has been running since 2017. With this research method, multiple observations of the effects of the work have been recorded by visiting every project and skill development centre of Keshav Srushti. Through this method, qualitative information was obtained by going directly to the location of the projects. This research method was used in a total of 33 villages in Wada, Vikramgad and Jawahar talukas.



Observing the solar project in village



Visiting Bamboo project to understand from the field

Survey: Survey method was conducted in 6 villages in 6 different sections to obtain information about Keshav Srushti's work from 2017 to 2022 and its numerical data. Detailed information about the Keshav Srushti project implementation has been obtained through the survey method, including data about the population of the villages, financial benefits, and numerical information about children's education.



Survey undertaken in various villages

Executive Summary of Gram Vikas Yojana's Impact

Keshav Srushti has been active for the last 30 years and established the Gram Vikas Yojana in 2017 for the 'Atma Nirbharta (self-reliance) of villages' initiative. It ensures access to water, electricity, cottage industries, education, cleanliness, agriculture and building infrastructure. KSGVY has approached these challenges from a new innovative concept called URC – Urban Rural Connect, which connects rural with urban India and drives change.

Over the last 5 years, the work of KSGVY has extended to 75 villages in the Palghar district across 4 talukas Wada, Vikramgad, Jawahar and Mokhada. Keshav Srushti has been working across 4 areas: Agriculture (for water and environment-related projects), Healthcare (for cleanliness-related work), Education (focused on Sanskar), and Business (focused on increasing employment and improved skill development).



With a population of 29,90,116, the district is also home to a huge tribal population. Despite being close to Mumbai, it has its fair share of administrative and social problems, including unemployment, migration, education, and water mismanagement.

Since 2017, Gram Vikas Yojana has embarked on a journey of transforming these villages. 10 out of 75 villages are now on track to become Proposed Model (Adarsh) Villages.

Through their intervention, they have been able to address some of the systemic issues in the different talukas of Palghar by creating a circular system through which the community will be mobilised. It has shown great results like:

- They have seen over 20% reduction in temporary migration,
- Increased water table level by over 40% (Many villages),
- Additional employment generation for over 750 villagers
- Drinking water available to 20 Villages
- Water supply to over 375 farmer villagers
- Mobilised over 200 young people in villages to take part in cultural activities

S No.	Activities		Impact	Remark
1.	Agriculture -Water-Environment			
	1.1 Agriculture	Solar Powered Irrigation	353 farmer families 365 Acres	More than one crop being cultivated. Temporary migration
	1.2	Water	Drinking water access to more than 20 villages visited	Keshav Srushti's impact has reduced the manual labour that the villagers had to put in to fetch water and has also collectively saved them over 1000 hours
2.	Education			
	2.1 Madhav Sanskar Kendra	Education on sanskar, language	Reached a total of 52 schools in 52 villages	By being part of MSK, students in the village can now read and write basic English, maths and also developed public speaking skills
	2.2 Knowledge on Wheels	Education on sanskar, language	2763 students impacted	Through Keshav Srushti's intervention, students in the villages could read and continue their education during the pandemic
3.	Skill Development and Livelihood – Employment Self Development			

	3.1 Project Green Gold	Livelihood, Self-Reliance	125 bamboo products, 25,000 saplings	The villagers have collectively made over 1 lakh rakhis gift articles and 12,000 kandils earning them over Rs 45 Lakhs.
	3.2 Mangal Fibre		14,000 rakhis, over 50 women employed	Through Mangal Fibre, Keshav Srushti has helped generate more than Rs 5,50,000 for the local economy of the village
	3.3 Jivika: Cloth Bags		Trained 300 Vanvasi women, stitched One lakh cloth bags, one lakh masks and more than 10,000 school bags.	Through the Jivika project, Keshav Srushti has trained the vanvasi women in the area. They have also setup a facility where women from different villages join and together, they have generated more than 19 lakhs for the local economy.
4.	HealthCare – Cleanliness	Sanitation, Health	Built over 100 toilets in over 3 talukas and health checkups for over 800 students	Through Keshav Srushti’s intervention, the overall education about personal hygiene in the area has gone up. Along with hygiene, Keshav Srushti has also helped increase the physical wellness of the students by doing regular checkups of school going students.

The following pages list the overall as well as village wise impact that Keshav Srushti’s Gram Vikas Yojana has had in the 4 main domain areas.

India is still largely an agrarian country with more than 70% of our population relying on agriculture. The situation in Palghar is not much different from rest of the country. Despite being close to Mumbai and receiving heavy rainfalls throughout the year, the district continues to face a water crisis, agrarian crisis and a huge migration crisis. This is because the rocks are fractured and cannot retain rain water.

Keshav Srushti, as part of their Gram Vikas Yojana, has picked up agriculture as one of their key focus areas. Over the last 5 years, they have been working on creating a circular economy through which, they help bring water to the villages and encourage the villagers to cultivate multiple crops (under Lakpati Kisan Scheme) so their income increases and they can sell their produce.

Overview of Keshav Srushti's impact over the last 5 years

- Keshav Srushti has covered over 365 acres and directly helped 343 farmer and their families to cultivate more than one crop apart from their regular rice produce.
- Keshav Srushti set up solar-powered irrigation and drip irrigation systems in over 20 villages by setting up over 40 solar panels, which would help farmers cultivate more than one crop throughout the year.
- Keshav Srushti encouraged the villagers to cultivate local vegetables like Tomatoes, Vaal Papdi, Doodhi, Karela, Bhindi, Chillies, and pulses like Chauli. With each villager now getting on an average of 50-60kgs per acre of each crop, they have also been able to increase the overall yield in different villages. Today, the villages have collectively cultivated over 10,000kgs variety of vegetables and pulses over the last 5 years since Keshav Srushti's intervention.
- Due to the multiple crop system, Keshav Srushti has also been able to significantly increase its earnings. On average, per acre, the villagers now earn Rs. 85,000-Rs1,00,000 for their second crop.
- With Keshav Srushti intervening to build check dams and wells, the villagers have saved over 1,00,000 hours of manual labour* which would have otherwise been spent to fetch water.
- The overall use of temporary migration across the 25-odd villages surveyed has come down by more than 20% due to Keshav Srushti's intervention.
- The table below lists the summary of villages, areas, and farmers impacted.

Year 2020-2021

Village	Number of Farmers	Acres
Dongripada	27	25
Gale	18	20
Sai Nishet	22	30
Tilse	30	45
Shele	14	25
Kumbhiste	32	50
Sub Total	143	195

Year 2021-2022

Village	Number of Farmers	Acres
Joshipada	18	18
Doharepada	61	31
Nishet	32	32
Nakadpada	42	42
Jhugrepada	47	47
Sub Total	200	170
Grand Total	343	365

On average, the villagers travel 4kms which is 40 minutes a day, to fetch water. Ever since Keshav Srushti intervened in the 20+ villages surveyed, the villagers have been able to save an average of 40 minutes a day for the last 5 years.

Under the education vertical, three projects are underway. This vertical is to improve the quality of education provided to children in rural areas. To that effect, they have implemented Knowledge on Wheels, Madhav Sanskar Kendra and computer education, which are their flagship programs to improve the overall educational status in the villages.

Knowledge on Wheels (KOW)

Palghar district has many Zilla Parishad schools, but there wasn't adequate infrastructure like science labs and dedicated teachers for particular subjects. Students were dedicated but did not have proper guidance. Students were interested in reading books, but there was no library concept in schools, and the teachers gave them only theoretical knowledge.

It was not practically possible to provide a science lab in all schools, but a moveable science lab could fulfil these needs. To overcome these problems, Keshav Srushti comes up with the Knowledge on Wheels (KOW) project – a bus which carries knowledge in the form of Science Experiments Apparatus, Human Anatomy, AV equipment and a Reading library.

KOW Laboratory includes many science practical apparatuses for children from 6th to 10th standard. Physics, chemistry, and even biology subject contents are available. It's a library with lots of story books and inspirational books in Marathi, Hindi and English. The proper seating arrangement has also been made for students on the bus to sit.

KOW trainers are very well trained and have a science background only. Keshav Srushti conducts regular training for them. Laptops, Projectors, Speakers and E-learning apps are also included in the bus so that not only science-related knowledge but also other subjects' educational knowledge can be delivered to students by KOW.

Each KOW covers 3 schools per day, at least one MSK and every school is covered 4 times a month so that the syllabus gets completed correctly. In a week, each KOW covers around 16 schools and 6 MSKs.

Impact of the Project:

A total of 2763 students from Wada, Vikramgad and Jawahar benefited from the KOW initiative.

Village	Wada	Vikramgad	Jawahar
Total no. of Villages	16	16	17
Total no. of Schools	16	16	17
Total no of MSKs	7	7	8
Total Beneficiaries	960	788	1015

- KOW has become very popular in the Palghar district now. Students, Parents and Schools Teachers are content with this project. Students eagerly wait for the bus because they get the chance to experiment on their own. Their interest in science subject has increased a lot and it has started reflecting in their academic results.
- One of the positive impacts of the KOW project is the increase in students' attendance.
- The biggest impact of Knowledge on Wheels is that over 80 percent of students can now flawlessly draw physics and biology diagrams.
- Along with this, 60 percent of the students have started doing experiments at home and making experiment items at home because of learning new things as part of Knowledge on Wheels.

KOW initiative has had a very positive impact and has helped students improve their education standards and ultimately move forward in their careers. It has also helped build confidence and improve their communication skills as well.



Madhav Sanskar Kendra

Madhav Sankar Kendra (MSK) started operating in over 52 villages in the three talukas of Palghar and has been one of the most impactful projects by Keshav Srushti'.

The complete programme is divided into 2 parts

- The first part is about Sanskar, where students get to learn Prarthana, Shlokas, Suryanamaskar, Omkar, Suvichar, Motivational stories, etc. and
- Secondly, they get to learn languages like Marathi and Maths in a play pattern.

Instead of traditional ways of teaching students, students can adapt or learn faster if they are taught through games as they understand better with a practical approach. All festivals are celebrated in MSK, and students learn the importance of each festival. A lot of competitions are held to encourage students to come forward and participate. In addition to Sanskar and languages, the teachers also teach life skills to students. We believe students can excel in sports, so one day is reserved only for sports, including cultural games like Ringostic, Kho Kho and more.

MSK teachers are trained regularly, which helps them stay updated on various skills. Through the Madhav Sanskar Kendra, Keshav Srushti has directly impacted the lives of around 1400 students (Std I to Std 7) in Wada, Vikramgad and Jawahar regions.

In Jawahar taluka, Keshav Srushti has started operations in Khuded, Kumbharkhand, Nagarmoda, Dengachimat, Dipti, Dohre Pada, Wakichamal, Gardwadi, Dhaprada Dadar Kopra, etc. Simultaneously, in Vikramgad, they have started operations in Tetvali, Chinchpada, Vehelpada, Vakipada, Vanipada, Zappada, Vedhepada, Madachapada, etc.

In Wada, Keshav Srushti has started operations in Sai nishet, Joshipada, Nishet, Gale, Nihali, Shele, Dongripada, Nakadpada, Kumbiste, Jhugrepada, Bochalpada, etc.

Before joining MSK, students couldn't read or write their names, but these unique programmes of MSK have shown tremendous improvements in students' academic growth.

The baseline, midline and endline tests were conducted for students during this complete programme which was for a total of 6 months. As part of this programme, Marathi language reading and basic math calculation tests were also conducted.

These tests were conducted for:

Beginners - who were not able to read any letters

Letter - Recognition of letters

Word - Can read words

Para - Can read complete paragraphs

Story - Can read the complete stories

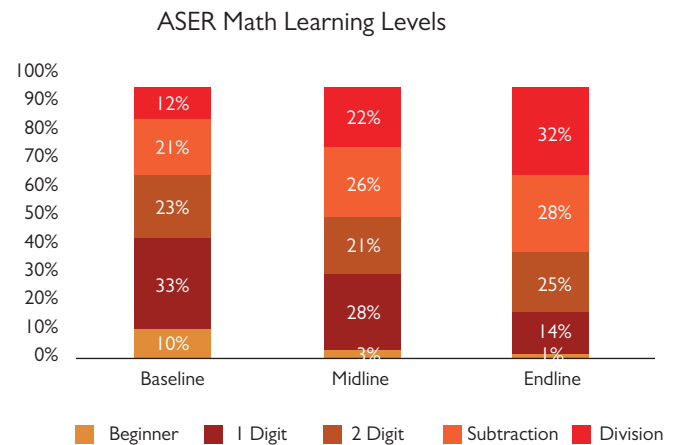
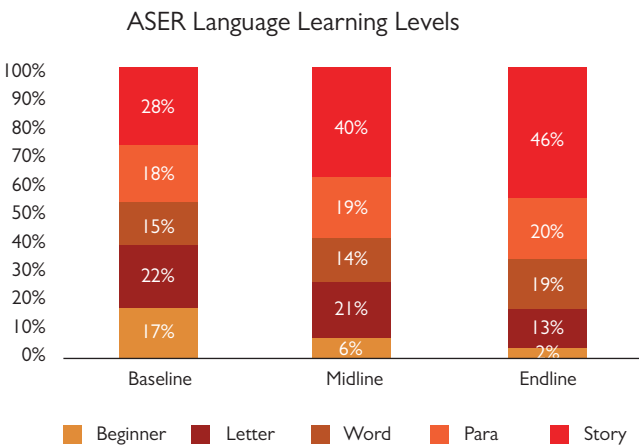
In baseline studies, out of 1336 students, 17% of students were not able to read at all, but after this course, the percentage decreased to 2%.

There was an overall improvement in Mathematics, and the percentage of students that were able to do subtraction and division improved.

ASER stands for Annual Status of Education Report

ASER Language Learning Levels						
Test Type	Beginner	Letter	Word	Para	Story	Total Tested
Baseline	222	291	201	246	376	1336
Midline	64	244	160	217	459	1144
Endline	20	114	160	167	388	849

ASER Math Learning Levels						
Test Type	Beginner	1 Digit	2 Digit	Subtraction	Division	Total Tested
Baseline	140	441	308	287	160	1336
Midline	32	316	245	295	256	1144
Endline	10	117	211	238	273	849



The above graph shows the overall impact of 6 months programme of MSK.

Baseline test : This test was conducted before the programme



Computer Training Centre

Keshav Srushti has started a computer training centre at its Wada Office. Through this -

- Free computer training is provided at the Wada office with 10 computers
- English and Marathi typing classes through MCITER (Master Council for Information Technology and Educational Research)
- More than 200 students have received certificates
- Many students have managed to get jobs in Wada



Since 2017, Keshav Srushti has been working in the three talukas of Palghar to improve the scope of livelihood by creating alternative source of income apart from farming. They have also worked to improve the skills of the villagers beyond farming. There are two Three major projects Project Green Gold, Mangal Fibre and Jivika (Cloth bag).

Project Green Gold :

Project Green Gold is also known as The Bamboo Project. It is Keshav Srushti's flagship program for creating alternative livelihoods. Through this project, their main aim is to upskill the villagers to focus on occupations other than farming so there is a regular source of income.

Through Project Green Gold:

- Keshav Srushti has designed and made over 125 bamboo products for sale.
- A design centre has been set up.
- As a part of backward integration, around 25000 Bamboo samplings have been planted in and around Vikramgad.
- In Balkapra village, Bamboo dense forest has been created with more than 5000 Bamboo saplings.
- Keshav Srushti has also successfully grown Balcoa and Tulda variety of Bamboo, which otherwise is found only in the North-East India.

Keshav Srushti aspires Vikramgad to be synonymous with bamboo and vice-versa. Balkapra, where all bamboo will be treated uniformly, will become the bamboo hub and central facility centre.

Keshav Srushti has mainly worked on this program in 15 villages.

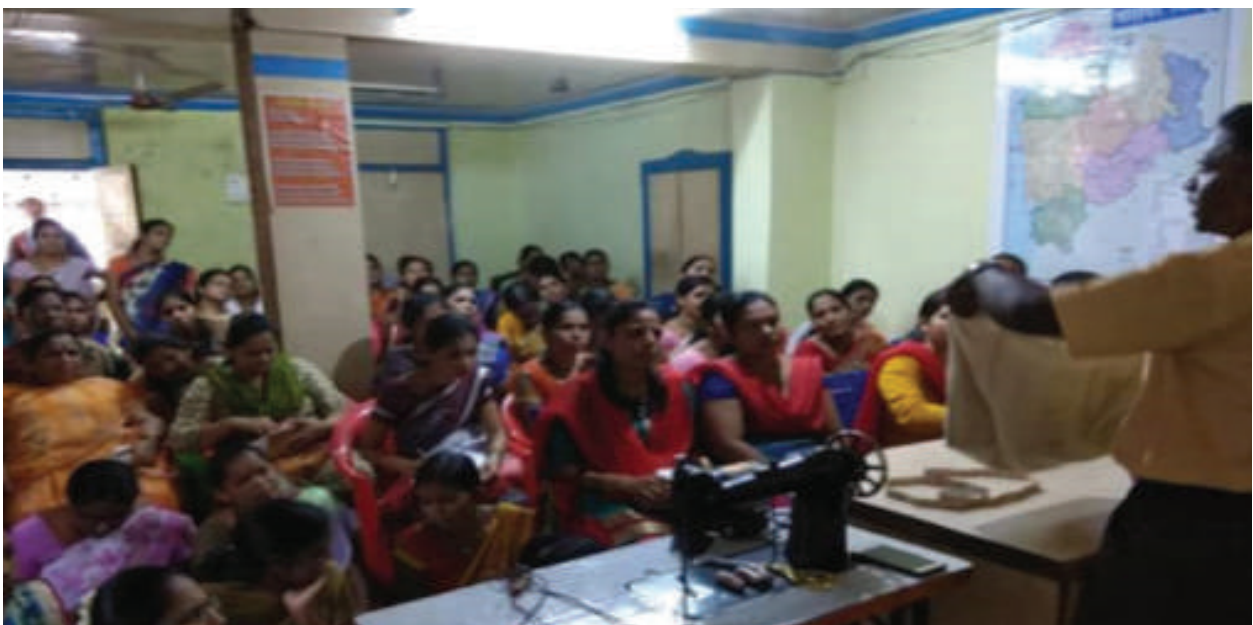
Key impact through this project has been.

1. Project Green Gold's success in bringing women into the workforce. Through this, 500 vanvasis have been trained from 15 villages of which over 450 of them are women.
2. Due to employment opportunities, women in the villages have also now started contributing to their households. Since the beginning of Project Green Gold, the women have contributed over Rs 45 lakhs to the local economy.
3. Another big impact of Keshav Srushti's project has been that many of the women in the village who are part of the project can now read basic letters and words in English. They can write their names, sign on official documents, and count the money they receive through the project when they deposit the same at the bank.
4. Since the beginning of the project, the villagers have made over 1 Lakh rakhis and 12,000 Kandil, infusing the local economy with over Rs 20,00,000.
5. Due to alternative employment opportunities within the village, Keshav Srushti's intervention has had a direct impact on migration which has now come down by almost 20% and more than 60% in the villages where Project Green Gold has been implemented.



Jivika: Cloth Bags

This was the first experiment by Keshav Srushti on skill development. A facility has been created in the Wada office where women from various villages in and around Wada generated more than Rs. 19 lakhs. Keshav Srushti has so far trained around 300 Vanvasi women and have stitched and sold over one lakh cloth bags, one lakh masks and more than 10,000 school bags.



Mangal Fibre

Banana tree is traditionally considered to be Holy or Mangal. Banana plant after it gives fruits, is just left on the field or thrown away. This is because it can give fruit only once. KS collects such Banana Trees removes fibre and uses the same to make handicraft. Making “Wealth out of Waste”. The liquid is used as fertilizer, after some processing. Hence this project of banana plantation was named Mangal Fibre. Through this, Keshav Srushti has been able to generate economic benefits and train more than 135 women. At present, 60 additional women are undergoing training here.

Mangal Fibre is an initiative of Keshav Srushti through which they make handicrafts primarily using the leftovers of the banana. Through this, they make Laptop bags, ladies purses, gents purse, belts, rakhi.

- Before Keshav Srushti setup the Mangal Fibre, villagers used to throw away 18 acres worth of leftover from banana farming. The direct result of this was it used to make the village unclean.
- Keshav Srushti in an attempt to recycle this started collecting banana waste since their involvement, the banana Stem leftover is now converted into laptops, handbags, purses and other handicrafts while the remaining 10% is used as fertiliser for mushrooms.

This year Keshav Srushti, through Mangal Fibre, has made 14,000 Rakhis, last year it was 4000.



Through Mangal Fibre, Keshav Srushti has enabled women in Joshipada village to focus on alternative livelihood options. Keshav Srushti guides the workforce to make Rakhis and over the last two years, they have been able to generate an overall income of over Rs 5,50,000

Post-Covid, Keshav Srushti started initiatives on health in 2020. It has been designed to assess and aid the basic healthcare system in villages. It has come up with a multi-pronged solution that tries to address the basic problems at different levels. They have tied up with Vedanta Hospital, Dahanu, for free treatment. Some patients are referred to JJ hospital too.

As part of their efforts, they have started the, “Swasthya Rakshak Dampati” also known as health couples, “Swasthya Yojana”. They are the first point of contact.

To address undernutrition among children, they have also started the “Maintenance of Star health grade card of children” in the different Madhav Sanskar Kendras. The impact of this has been

- Keshav Srushti has trained over 18 health couples from different villages who have been provided with health monitoring kits containing instruments to measure blood pressure, haemoglobin, glucose and blood pressure, pulse, height, weight and purity of drinking water.
- Through this, Keshav Srushti has also reduced the overall anaemia and malnutrition levels by 60%.
- Keshav Srushti has also distributed over 1000 iron tablets across villages to pregnant women.
- Keshav Srushti has also been able to detect early signs of anaemia, diabetes, and hypertension in 15% of the villagers who got themselves tested. With early warnings was able to provide the necessary medical attention to prevent aggravation.

Swachata

- To keep an overall tab on the health and sanitation of the villagers, they also built more than 100 toilets in villages and ensured the toilets are taken care of by the villagers themselves so that it is sustainable.
- Keshav Srushti has also conducted medical check-ups of over 800 school-going students who would attend Madhav Sanskar Kendras.

Vivekanand Shakti Kendra (VSK)

Keshav Srushti has started the VSK program in 3 talukas across 50 villages to help empower and activate village youth (girls and boys). The boys and girls are encouraged to step up and participate in the overall development of the village. To make this possible, they're conducting activities like:

- Annual Sports Festival is being conducted, where so far 276 teams consisting of 2330 participants from 49 villages have participated in various sports activities.
- Leadership Development Programme is being organised every two months, where prominent speakers and administrators from the industry and society are called to guide the youth.
- Annual recreational tours and offsites are conducted to enhance the skills and thought process of the youth.

Urban Rural Connect (URC)

Keshav Srushti Gram Vikas has created a novel impact by connecting rural and urban through the concept of URC. Through URC, Keshav Srushti connects one Urban youth with one Rural youth and then implements various projects in the village. This way bonding is created between urban youth with their rural counterpart and helps give a new dimension to their way of thinking for all involved. It helps create a sense of responsibility in the minds of urban youth towards society and helps improve their understanding of rural issues.

Akshay Sahayog

Akshay Sahayog is an initiative of Keshav Srushti, which was launched on the auspicious day of Akshay Tritiya last year, i.e. 14th May 2021, with a clear vision to help Covid impacted families. The goal of the initiative was to rehabilitate families who have lost their sole bread earners and make them "Atmanirbhar" in their lives for the future.

Over the last year, this project has evolved and become a support mechanism for about 400 families. From May 2021 until October 2021, Keshav Srushti reached out to the families affected by Covid-19 through their volunteers and partner organisations. As part of Akshay Sahyog, Keshav Srushti set up a team to track each request received, understand the challenges faced and provide necessary assistance.

After successfully identifying the affected families through the Akshay Sahayog project, Keshav Srushti also set up the 'Palak Parivar Yojana' through which they linked each family with a mentor (Palak Parivar).

Through Akshay Sahyog, Keshav Srushti provided financial support for medical expenses, educational expenses, house rent and monthly ration expenses to their beneficiary members from Mumbai, Wada, and Vanvasi Kalyan Ashram.

To date, they have extended support to around 212 families from Mumbai, 95 families from Wada and 90 families from Vanvasi Kalyan Ashram. Through this project, Keshav Srushti has already disbursed an amount of Rs. 175 Lakhs till June 2022. In the future, Keshav Srushti also plans to create a corpus, 'Akshay Sahayog Yuva Nidhhi', for educational and other required assistance for the youth and children of the COVID-19-affected families.

DONGRIPADA (Village-I)

Dongripada is a village in the Wada Taluka of Palghar. Keshav Srushti, under the Gram Vikas Yojana, has been working in this village since 2017. It is situated on a hillock and requires around a 1.5km walk to fetch water. All the villagers are below the poverty line. There was no major source of income and hence villagers were engaged in menial jobs. Keshav Srushti has implemented various schemes under the GVV in this village.

Water

Despite being blessed with good rainfall throughout the year, Dongripada was also facing a water management issue, and the villagers did not get an answer to this problem. The villagers, particularly pregnant women, had to travel almost 1.5kms for water. Being a hilly area, it was an arduous task to climb up and down the hill.

- Through the GVV, Keshav Srushti helped lift the water from 1.5kms which was brought uphill, using solar power. Ladies were able to save almost 1.5 hours that were used for carrying the same, and that time got utilised to work in the fields. Using solar power resulted in no electricity cost.

Agriculture

- One of Keshav Srushti's climactic outcomes has been in the field of agriculture. Through the Gram Vikas Yojana, they have been able to bring solar-powered pumps for watering 27 acres of land, benefitting 27 farmer families. Due to the solar farming project, their fields got water and were able to grow two to three crops/vegetables on their fields in a year.
- Another impact of their intervention has been that the solar-powered pumps that help run the drip irrigation system have reduced the labour of child farmers and saved water while also increasing their income. This resulted in farmers not having to go out of their villages for employment and over 75% of migration stopping completely.
- Before Keshav Srushti's intervention, the majority of them were day laborers for other villagers downhill. But they have been able to increase the earnings of the farmers and one farmer now earns up to Rs 2,00,000 per year.

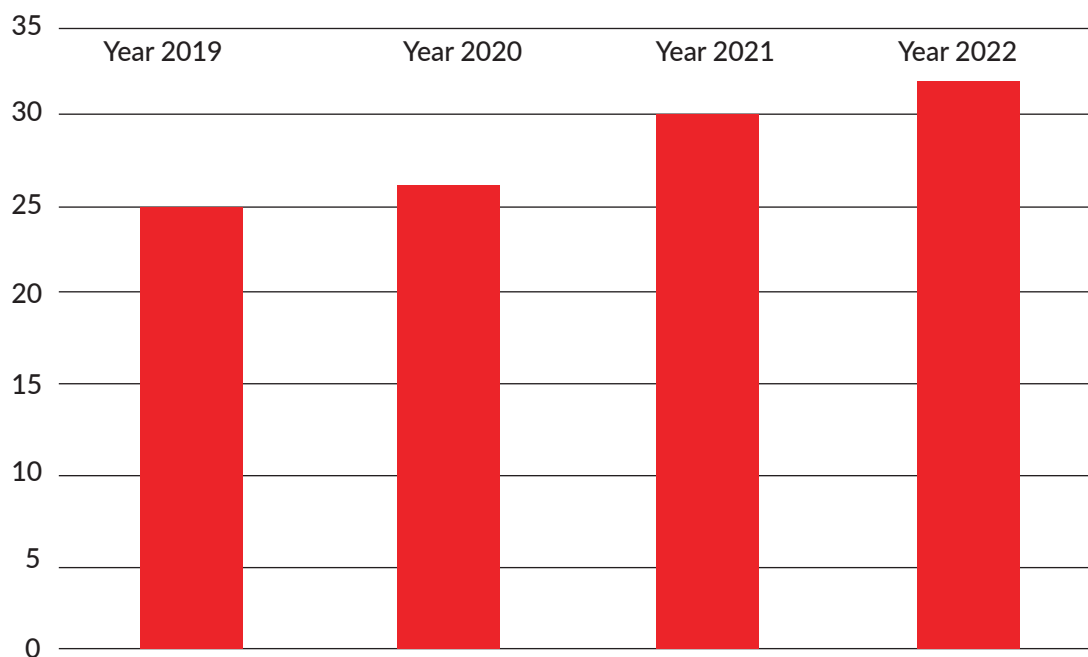


Education

- Keshav Srushti's Madhav Sanskar Kendra has been operational since 2019 in the village. Over the last 3 years, they have worked to increase the number of kids who are enrolled in their classes from 25 in 2019, 26 in 2020, 30 in 2021 to 32 in 2022.
- As part of their intervention, Keshav Srushti throughout the year provides schools with kits that include school supplies, which helped increase school attendance.



No of Students in Madhav Sanskar Kendra



Details of students in Madhav Sanskar Kendra

Sanitation

- One of Keshav Srushti's key focuses in Dongripada is the issue of sanitation. Through the GVV, they have built around 10 community toilets. As of 2022, 100% of the houses in Dongripada have access to toilets.

Vivekananda Shakti Kendra

- Vivekananda Shaktikendra helped the village youth participate actively in sports and take part in physical activities. Through this, Keshav Srushti was able to train 3 young people and prepare them for leadership camp in VSK.
- Before Keshav Srushti's activities, there was no area for the kids to play, but the Vivekananda Shaktikendra created a recreational Turf. Today, from no space to play, they have now built a 100% community play area for the kids.

TETAWALI (BHURKUD PADA) Village 2

Tetawali is a village in Vikramgad Taluka, Palghar district of Maharashtra. According to the latest figures of India, Tetawali has a total population of 1326 spread across 350 households with an effective literacy rate of 65.4%.

Keshav Srushti, under the Gram Vikas Yojana has been working in Bhurkud pada (Tetawali village) since 2017. They have implemented various schemes under the GVV. There are around 60 houses and a population of around 325

Project Green Gold

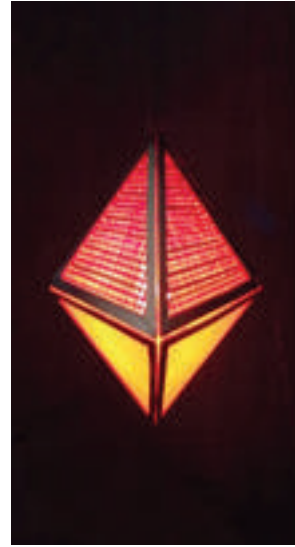
As part of Keshav Srushti's village development scheme, they introduced Project Green Gold; one of their most ambitious projects. This is an extremely important project and has been running since 2019 in Tetwali pada. 50+ beneficiaries who work here, most of whom are women, and a total of 125 types of bamboo products are manufactured here.

In 2019, when the project began, none of the women in that area was employed. This project employed 25 women, and today 85% of the workforce in Project Gold comprises women.

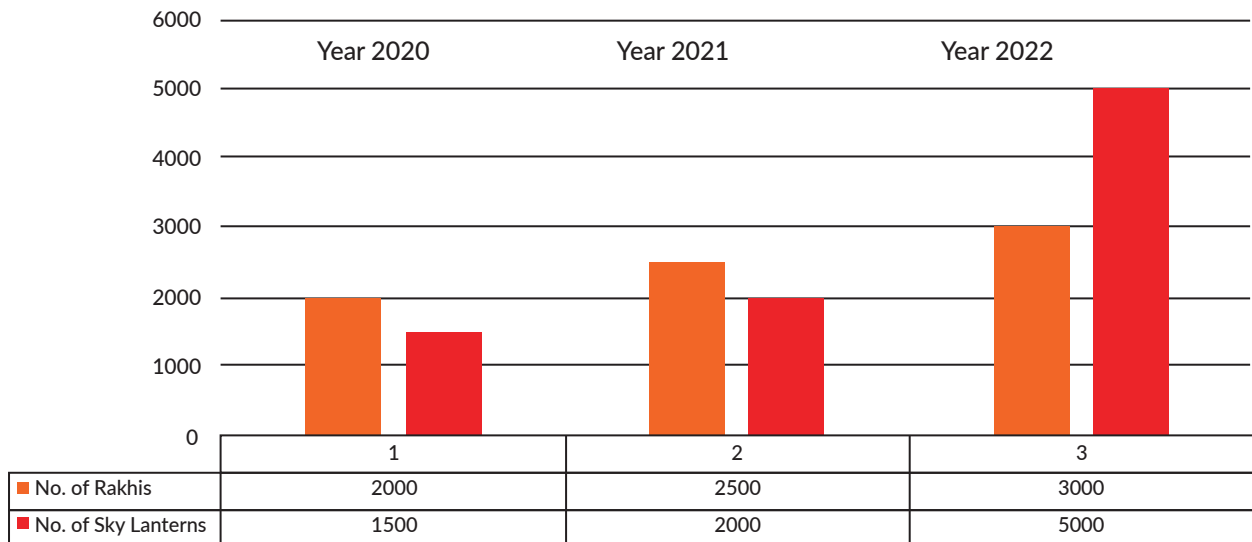
Keshav Srushti has also set up a Design Centre in this village where they design various types of bamboo products. A designer has been appointed who heads the project. He conducts new design training classes at regular intervals. Some of the products they make through this include sky lanterns (Kandil) for Diwali, rakhis for Rakshabandhan and similarly attractive designs made and sold through Keshav Kutir. Keshav Srushti has also set up a Focus Group (core group) that meets every month for a meeting and takes decisions regarding the project.

Keshav Srushti has also ensured that the women are trained regularly through their programme. So today, out of the total women in the workforce, 15% of them are in a position to train other women. Of 125 types of bamboo products, rakhis and sky lanterns are quite famous and have been a huge hit.





Products made under Project Green Gold



Impact

- Through Project Green Gold, the villagers were able to increase their income from nil to Rs 6000 per season in the last 2 years.
- As the project focuses on providing livelihood opportunities to women, one of the other impacts that the project has had is that the number of women working on the project has increased. Before Keshav Srushti intervened in the village, there were no employment opportunities for the women but since then, there has been an increase of 30 percent in 2021 and 2022 through women-to-women interactions.
- One of the interesting impacts of Project Green Gold has been that with women becoming more and more involved in financial decision making and taking a more active role in family affairs, it has led to an increase in voter turnout in elections. The voter % shot up from 50% last election to 83% in the most recent elections.

- In the village, every house has a female's nameplate in front of their house and each house also has a bamboo trash can placed in front of the house.



- In an effort to grow bamboo locally, Keshav Srushti has been involved in bamboo plantation in the village. As part of this, 648 bamboo plants were planted in 2019 and 4040 bamboos were planted in 2020.
- One of the biggest impacts of the Bamboo Project has been to reduce migration. Since the onset of the project, 60% of the temporary migration has stopped and women in every household have started working on the project while the men are also provided bamboo construction jobs. The Women folks encouraged all the villagers to cast their vote in elections. Generally the voting % is 45 % to 50%, with the active promotion this village had highest voting % i.e. 83%.

Madhav Sanskar Kendra MSK:

Madhav Sanskar Kendra is another important project under Keshav Srushti's Gram Vikas Yojana which is being run at Tetwali Pada since 2017. Since the start of the project in the year 2017, they have consistently increased the number of students in the area who come and study at MSK.

With the establishment of Madhav Sanskar Kendra, the child's interest in studies increased, attendance improved and overall educational interest sparked. The kids also became interested in sports and started studying every day. Because of the clear benefit of Sanskar Kendra, the school also allotted Keshav Srushti a classroom on the campus.

Under this scheme, 40 students come to the centre every day to study. Along with studies, through MSK, they are also taught sports, patriotic songs, prayers and various activities.



Impact

- Through Madhav Sanskar Kendra's intervention, 10 children who could not read before have started reading properly because they were part of the program.
- As physical education plays a big role in Madhav Sanskar Kendra, with continued efforts and intervention, kids now also take the initiative to come forward to play games and sports and take part in physical activities.
- In the year 2017 when they started in 2017 with only 30 students, but over the year, the number of students increased to 40.
- Attendance in students was observed to have increased by 60% due to Madhav Sanskar Kendras.

Water crisis and Check-dam

Despite receiving good rainfall during the monsoons, Tetavali still faced a water crisis. To solve the issue, Keshav Srushti under their GVV built a check-dam in the village. Before a dam was constructed, the villagers had to go at least 2kms to fetch water, but since the dam got built in 2019, the underground water levels have increased.

Impact

- In the last three years since 2019, the water levels have risen by 40%.
- Since 2020, the water level of the well has increased and has effectively solved the water crisis in the village since last year.

PIMPLAS (Village 3)

Situated in Wada Taluka of Palghar District, Pimplas is a village with an average population of 110 houses and a population of around 900 people. Pimplas is located around 4 kms away from the Manor-Wada Road. River Vaitarna flows around the village, which is the main source of water. Keshav Srushti has been working in Pimplas since 2017 as part of its Gram Vikas Yojana Program. Villager Dhanesh Gawli from Pimplas was one of the first students from Keshav Srushti Krishi Vidyalaya at Bhayendar.



A traditional house made by Pimplas village farmer during the lockdown

Education:

- MSK has been functioning in Pimplas since 2017. On an avg, 55 students have been attending the program and benefit from it regularly every day over the last 5 years. This has been a marginal drop in the nos post-pandemic but is consistent around the 50+ mark.
- It has benefitted kids of 7th to 10th by conducting various experiments in the village through its mobile van. It's been observed that school attendance has gone up due to this project, and students' interest in studies has increased.
- School Kit Distribution: Around 500+ school kits have been distributed from time to time as per the needs of the kids.



snap of rush for seeing the experiments when KOW visited the village.

Computer: Keshav Srushti distributed two computers to the ZP school in 2017 and 2 computers in 2021 to the MSK centre. This has helped increase confidence in the kids. The computer in the MSK centre has been connected to a TV where offline math content videos have been played, especially during the pandemic. This has helped 15-20 students refresh their basic math concepts in 2022.

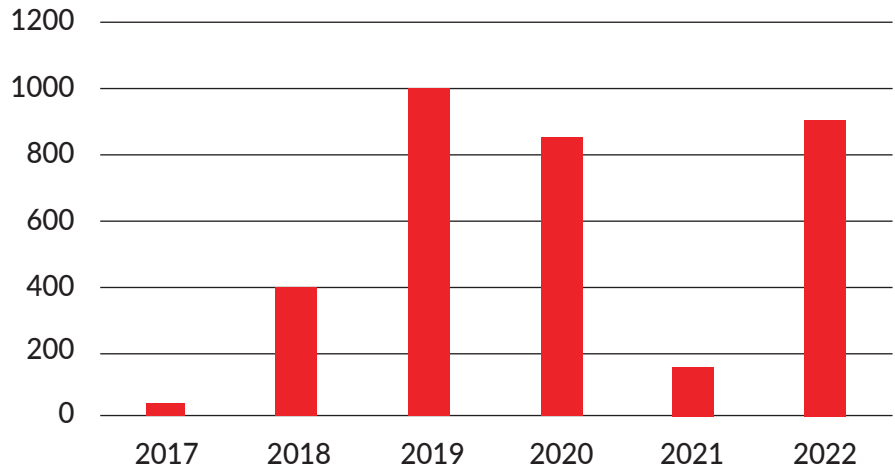


Agriculture:

A total of 3339 fruit-bearing trees have been planted in and around the farms of almost 50+ farmers throughout 6 seasons. Last year trees planted in the first year started bearing fruits.



Trees Planted Over Years



Farmer Guidance Tour: Annual Farming Guidance program is conducted by Agri Experts like Shri Chetan Thakur, so as to educate farmers of various techniques.

Tourism: With the help of Mumba Yuva connected via the URC connect program, there have been multiple instances of groups travelling to the village for rural tourism. There was one instance when 125 people from the city visited the village generating a total revenue of Rs 25,000, which got distributed to around 20 different families, each family earning Rs 500 to even Rs 2000.



Health:

Keshav Srushti trained a couple in the village to look after the well-being and health of villagers. They have been trained for blood sugar, BP testing, thermometers and basic first aid. They are provided with adequate machines/equipment to test the same. They are also mapping the data of the village to ascertain the health-related parameters of all the houses. So far 3 critical cases have already been identified and treated at Vedant hospital(Dahanu) /JJ Hospital (Mumbai). Recently, this couple flew to Chitrakoot to attend a program conducted by the UN and trained other couples to implement a similar project in districts of Uttar Pradesh.

Other Projects:

In the indirect impact of tourism was the Mumbai group that collected 15 bicycles and sent them to Pimplas, thus enabling 15 kids of various age groups to benefit from these cycles.



Intervention by other NGOs: Keshav Srushti's work in Pimplas has helped attract various NGOs to the village including Smart Gaon Foundation which is working at various levels in the village alongside Keshav Srushti.

Bamboo Dustbin and Bamboo Nameplate: Pimplas village has Bamboo names plates in front of all the houses in the name of House Lady. Also, Bamboo dustbins were made by one of the villages where Keshav Srushti had given Bamboo training and were installed across villages. This helped keep the village clean from plastic waste since 2021. It's worth noting that several Bamboo dustbins got filled with plastic in less than 4 days. This itself puts an impact on the village. This plastic gets collected twice a week by an AIPMA-supported plastic collection van run by Keshav Srushti.

Abhiman Kendra: A Community Sharing Centre was developed, which hosted a map of the village, village History, a stand for keeping newspapers, a community notice board and common first aid box, an emergency alarm, and a common cupboard where books, and games are kept for sharing. The impact is those village kids is that now they regularly read newspapers, and play games, and village elders spend time in the evenings. College-going girls have started reading the paper in the morning before going to college. ZP school gets a newspaper from the place the next day and makes kids read it.



MADACHAPADA (Village 4)

Madachapada is an important village for Keshav Srushti. Vikramgad Taluka of Palghar has a population of 800 and a literacy rate of 40%. They started their operations in the year 2017 by setting up a Madhav Sanksar Kendra.

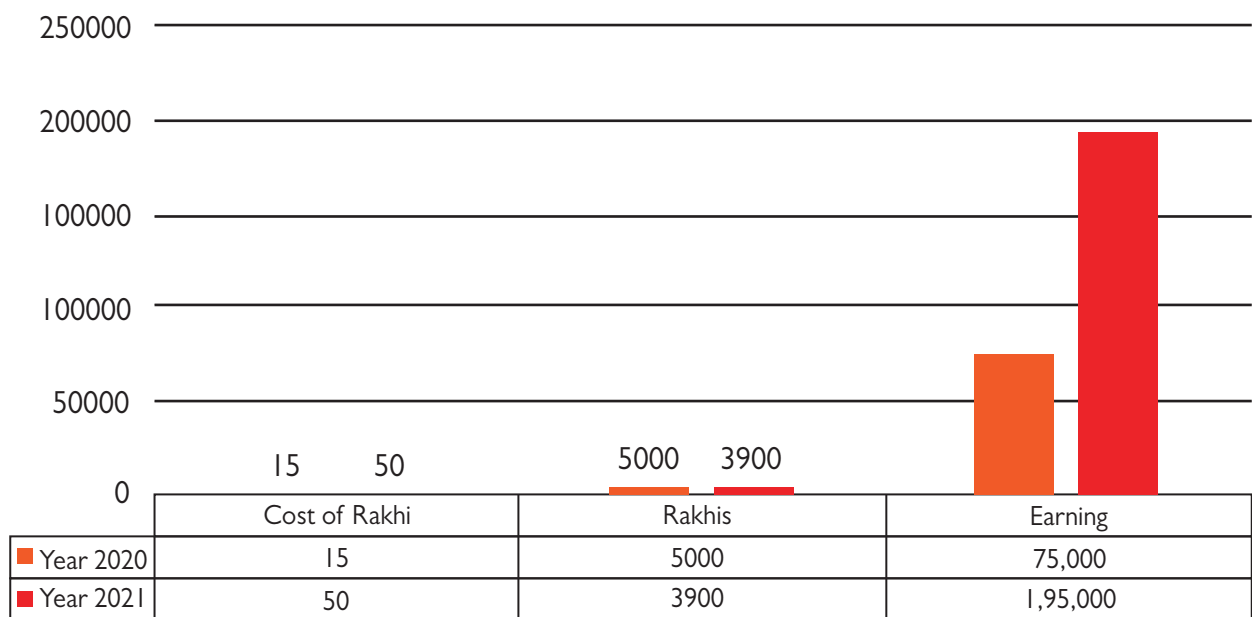
Impact of Project Green Gold

Similar to the other villages in Vikramgad, Madachapada is also an agrarian village where their primary source of income is farming. The villagers would primarily just grow rice, and that too only during monsoons.

Education:

- To increase their source of income and ensure they have a regular source of income, Keshav Srushti started Project Green Gold in Madachapada in 2020. They started their operations in the village by employing a total of 35 people of whom 30 are women and 5 men.
- In the first year of their operations, the villagers made 5000 rakhis at Rs 15 per rakhi giving them an additional earning of Rs 75,000. Similarly, in 2022, the villagers made 3900 rakhis at Rs 50, collectively earning them an additional income of Rs 1,95,000.

Income earned through Bamboo Project



- One of the biggest impacts of Project Green Gold has been the reduction in migration. Before the project was started, the villagers would migrate to nearby cities like Mumbai, Thane and other suburbs of Mumbai or would work as labourers on farms and construction sites. But now, migration in the village has reduced by 60%. This year, along with Rakhi, the villagers have also started making Kandils (Sky Lanterns), so they earn an additional income during the Diwali season.
- Another impact of Keshav Srushti's work in the village has been that earlier, the women in the village were illiterate and did not know how to read or write. But because of working under Project Green Gold, the women know how to sign and count nos. Through Keshav Srushti's intervention, all 30 women working under Project Green Gold now know how to sign documents, count nos and count money and read basic Marathi.

Water

Another focus of Keshav Srushti in Madachapad has been to ensure supply of water in the villagers, so they built a well for the villagers in 2018.

- Through Keshav Srushti's intervention, the village now has a 100% water supply throughout the year. They now have a drinking water supply throughout the year, and along with their village, Madachapad is also a hub for 4 villages nearby that come to draw water.
- Before Keshav Srushti built the well, Madachapada villagers used to walk to the dam to fetch water, and that too would dry up usually before April or they would walk 1.5kms to another well nearby. But over the last 4 years, they have never faced any shortages, and with the time that is saved the villagers now spend it in Vikramgad to earn more.



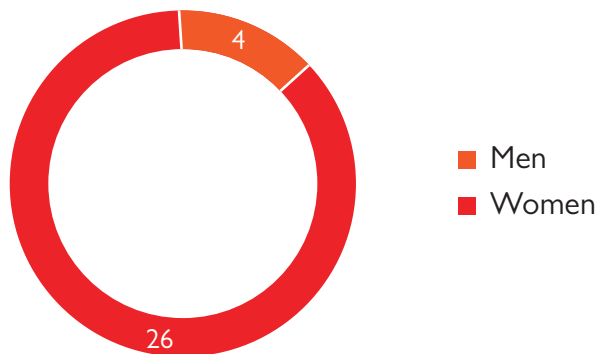
CHINCHPADA (Village 5)

Chinchpada is a village in Vikramgad taluka of Palghar where Keshav Srushti started their operations in the year 2017. The village has total population of 242 members spread across 45-50 families with a literacy rate of 45%.

Impact Project Green Gold

- Keshav Srushti started Project Green Gold in the year 2020. Through Project Green Gold, they employed 30 villagers, of whom 26 were women and 4 were men. The villagers have made 6000 rakhis and 300 Sky Lanterns, earning them an additional income of Rs 1,65,000.

Total Workforce employed in Bamboo project in Chinchpada



- Through Keshav Srushti the villagers also put up stalls for small time products in Thane, Mumbai and other suburbs of Mumbai Metropolitan Area through which they earn an extra Rs 20,000.

Similar to other villages where Keshav Srushti is engaged, women in Chinchpada also through their engagement with Project Green Gold have learnt how to sign their signatures, read and count nos for basic mathematics.

Water

- Keshav Srushti also set up 1000 litres drinking water tank at the local Zilla Parishad school where over 40 students are studying.



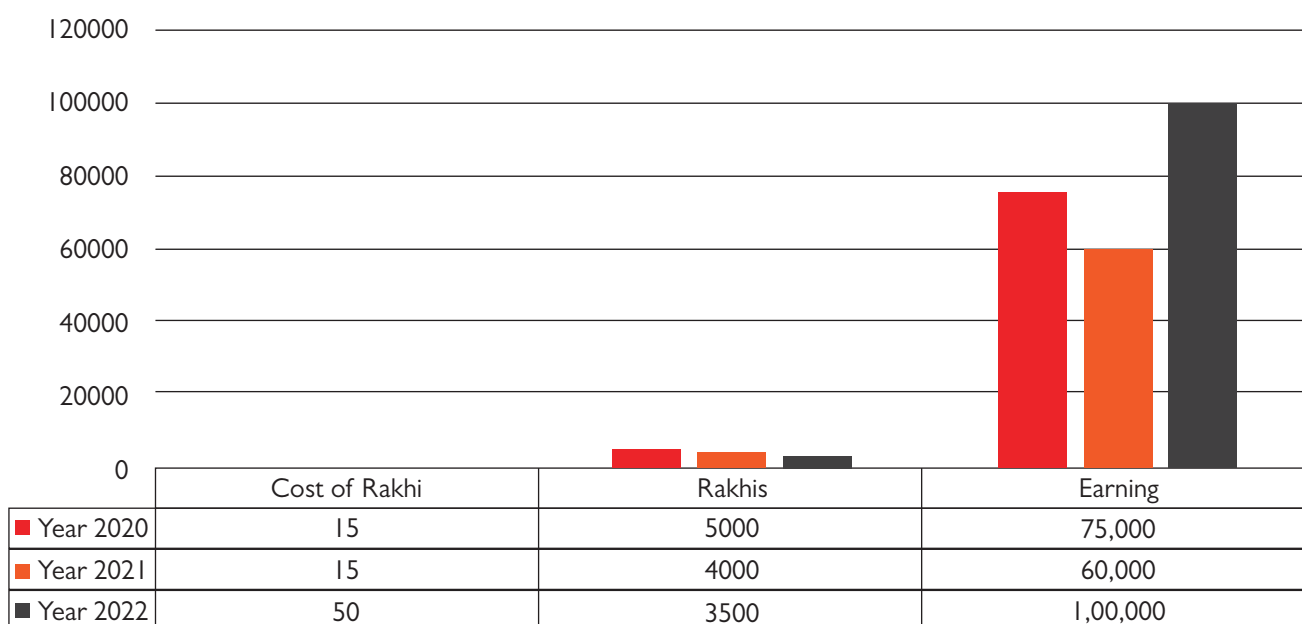
VANIPADA (Village 6)

Vanipada is a village in Vikramgad taluka of Palghar with a population of 220 people with an average literacy of 60%. Keshav Srushti started work in Vanipada in 2017, and they hope to turn Vanipada into an Adarsh village.

Project Green Gold

- Keshav Srushti started work on the Bamboo project in Vanipada in 2020 by employing 25 women and 3 men. Through the project, they made 5000 rakhis in 2020, earning an extra income of Rs 75,000 and 4000 rakhis in 2021, earning Rs 60,000. In 2022, they also came up with a box for the rakhis, and the villagers collectively made 1500 rakhis and 2000 boxes for the rakhis earning an extra income of Rs 1,00,000.

Total sales made through Project Green Gold Vanipada



- Consistent with the area, the primary work in Vanipada was growing rice. But due to Keshav Srushti's intervention, along with extra income, they have also been able reduce migration by 70%.
- Another impact of this in Vanipada has been that all 25 women working on the project can now read, write and do basic counting, sign their own documents and can also write their own names.

VEDHEPADA (Village 7)

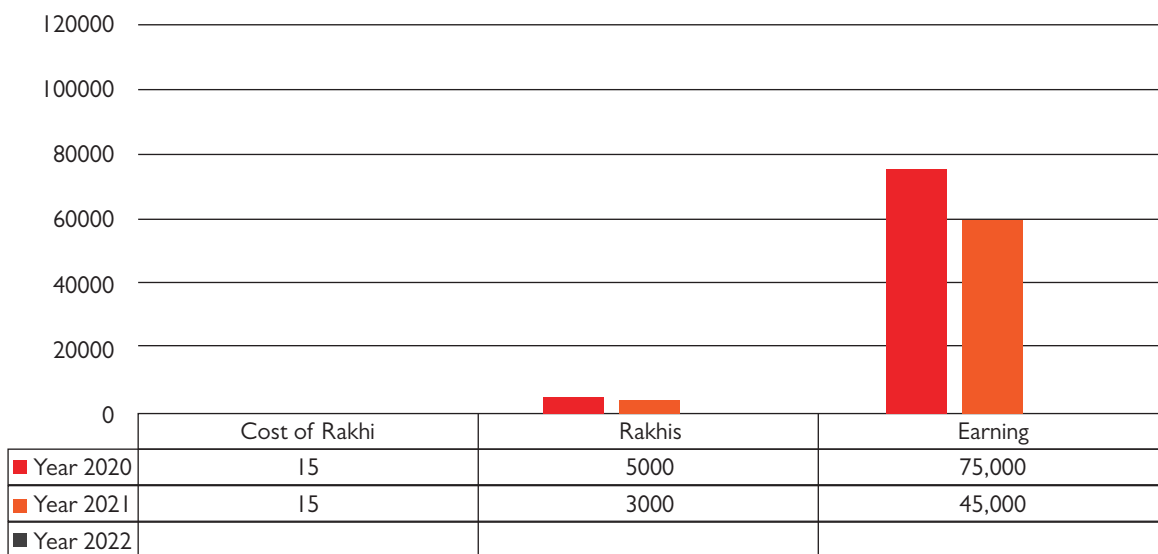
Vedhepada is a village in Vikramgad taluka of Palghar with a population of 250+ and literacy rate of 60%. Keshav Srushti started their work in the village in 2017.

Project Green Gold

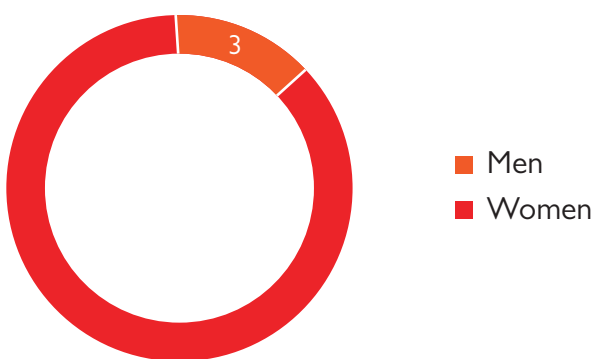
Keshav Started its flagship program, Project Green Gold in 2020.

- Through this, the villagers made a total of 5000 rakhis in 2020, earning Rs 75,000, and in 2021, they made 3000 rakhis earning Rs 45,000. Keshav Srushti has employed a total of 32 women and 3 men.

Total sales made through Project Green Gold Vanipada



Total Workforce employed in Bamboo project in Chinchpada



- Before Keshav Srushti's activities in the village, the villagers would migrate to other cities like Mumbai and Thane. But with an additional source of income, migration has significantly reduced by 60%.
- Similar to other villages, women here also can now sign, write their own names and count basic nos during wage collection.
- Apart from counting, the women part of Project Green Gold also contribute roughly Rs 3,000 to household expenses.

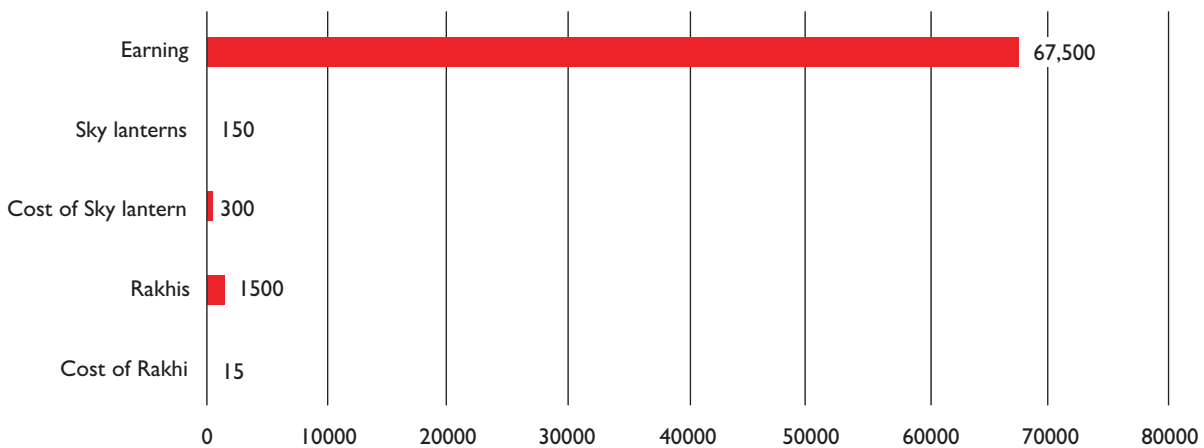
WEHELPADA (Village 8)

Wehelpada is a village in the Vikramgad taluka of Palghar with a population of 900 residents. Keshav Srushti started its operations in the village in 2017.

Project Green Gold

Through the project, Keshav Srushti trained the villagers to make rakhis, and that helped them gain an additional income of Rs 22,500 by making 1500 rakhis. Along with rakhis, the villagers were trained to make 150 kandil to earn an additional income of Rs 45,000, making the total income Rs 67,500.

Total income earned under Project Green Gold Wehelpada



	Cost of Rakhi	Rakhis	Cost of Sky lantern	Sky lanterns	Earning
■ Year 2020	15	1500	300	150	67,500

WAKIPADA (Village 9)

Waki is one of the bigger villages in Vikramgad taluka of Palghar with a population of 2000 people. Keshav Srushti started their operations in 2017.

Project Green Gold

- Keshav Srushti started Project Green gold in the year 2020. Through this project, they employ a total of 40 people, which includes 34 women and 6 men.
- In 2020, Project Green Gold helped make a total of 5000 rakhis earning Rs 75,000 and in 2022, made 1500 rakhis and 1500 Dabba earnings, another 45,000 income apart from their regular source of income from farming.
- With Keshav Srushti's intervention, the migration in the village has gone down by 90%.
- Another impact of Keshav Srushti has been on the kid's education in Vakipada. 25 women in the village now send their kids to Madhav Sanksar Kendra for their education.
- Through farming, the villagers used to earn Rs 60,000 on an average, on 1 acre land. But with the Bamboo Project, the women now have an additional source of income and on average, they contribute Rs 4000 per month to the family and household expenses.

SAI NISHET (Village 10)

Sai nishet is an important village for Keshav Srushti in the Wada taluka of Palghar, with a population of around 200 people who reside there.

Solar Farming and Agriculture

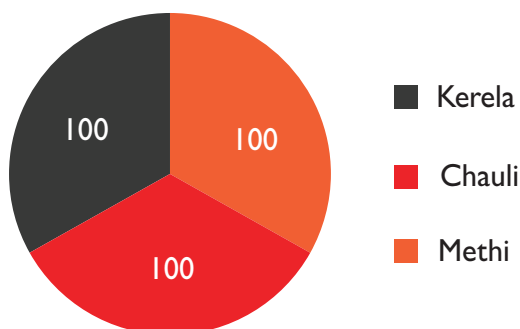
One of Keshav Srushti's works in the village has been in implementing solar farming. Water is a huge problem in the village as the villagers are not able to farm during such seasons.

- To solve this issue, Keshav Srushti implemented a hard drip irrigation system by setting up 2 solar grids for 2 groups of 10 farmers, each on 22 acres of land.



- One major impact this system had was when the villagers, who used to grow only rice during the monsoons, started growing multiple crops for additional income. They started growing vegetables like Karela, Chauli, and Methi throughout the year. Along with rice yield, the villagers now also produce 100kgs karela, 100kg methi and 100kgs chauli and have increased their income to Rs 70,000 per yield.

Additional Crops Cultivated (In Kilograms)



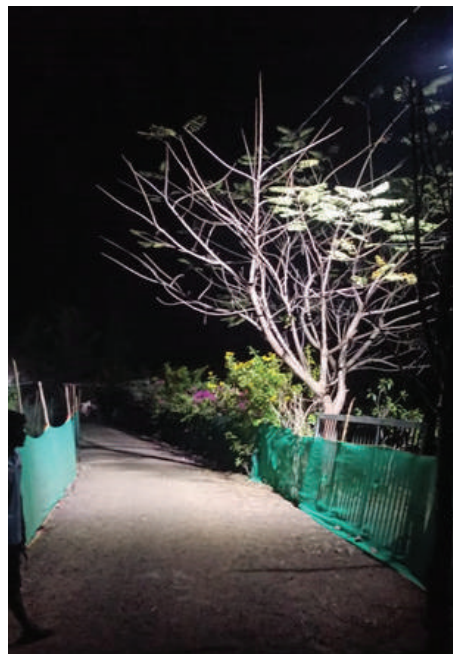
- Due to this intervention, migration in the village had significantly gone down. Before the implementation of the drip irrigation scheme, 70% of villagers used to migrate to cities like Mumbai and Thane and 30% used to stay back in the village. But with a secondary source of income through multiple crop farming, 100% of migration has been stopped.
- One common problem which villages across the country face is the incursion of wildlife into areas where farming happens. So, Sai nishet also faced a similar issue where wildlife would enter their farms and destroy their crops. To solve this issue, Keshav Srushti set up a fence surrounding the farm area. Earlier, animals used to come and eat the farm produce, but that has now gone down by 60%-70%. A direct impact of this is that it has increased the yield produced through farming by 50%.

Madhav Sanksar Kendra

- Madhav Sanskar Kendra was started in Sai nishet in 2019 with 22 students, and today they have a strength of 49 students. Students before the intervention of Keshav Srushti used to roam around outside aimlessly. But through this program, Keshav Srushti got them to attend lectures and be disciplined. Today, 100% of the students attend lectures and reach on time for them.
- MSK had a significant impact on 5 students (out of 49) and they can now speak in front of a public audience.

Safety

One issue the village of Sai nishet was facing was the lack of road lights. Due to this, villagers would not venture out in the evenings post-dark or, were extra cautious while venturing out. There were also issues of snake bites, and insect bites that were recorded. To resolve this issue, Keshav Srushti set up 10 road lights, and a direct impact of this has been seen in the village, where the villagers can travel in the evenings.



JOSHIPADA (Village I I)

Joshipada is a village in the Wada Taluka of Palghar with a total population of 146 individuals. Keshav Srushti started their operations in the village in 2017.

Solar Farming

- As part of their operations, Keshav Srushti set up 2 solar grids in 2019 spread over 18 acres of land which directly impacts 18 farmers. Before Keshav Srushti's intervention, the villagers would primarily grow rice, and that too only during the monsoon. But with the solar farming technique, which allows them to implement drip irrigation systems, the villagers have also started growing bananas on the land.
- Apart from bananas, they also grow Karela, Chauli and Methi. Keshav Srushti, through their networks, have also arranged for business people to come and collect the yield directly from the farmer. Due to Keshav Srushti's intervention, temporary migration in the village has gone down by 95%.



Mangal Fibre

Mangal Fibre is an initiative of Keshav Srushti through which they make handicrafts primarily using the leftovers of the banana. Through this, they make Laptop bags, ladies' purses, gents' purses, belts, and rakhi.

- Before Keshav Srushti setup the Mangal Fibre, villagers used to throw away 18 acres worth of leftover from banana farming. The direct result of this was it used to make the village unclean.

To recycle, Keshav Srushti started collecting banana waste from Joshipada. Since their involvement, 90% of the used banana leftover is now converted into laptops, handbags, purses and other handicrafts, while the remaining 10% is used as a fertiliser for mushrooms.

NISHET (Village 12)

Nishet earlier used to be part of Sai Nishet village. But in the year 2020, for administrative purposes, it was divided into 2 part families:

Solar Farming

Since the division, Keshav Srushti has been working in Nishet separately since 2020. Consistent with the region, the villagers in Nishet also primarily grow rice during the monsoons.

- Keshav Srushti set up solar farming and drip irrigation on 32 acres of land for 32 farmers. Now along with rice, the villagers also grow Mogra on 32 acres of land. This has significantly increased their income by Rs 65,000 per acre and has also given them a second source of income along with earnings from rice. Apart from Mogra, Keshav Srushti has also helped the villagers grow mangoes and cashews



GALE (Village 13)

Gale is a village in Wada taluka of Palghar district with a population of 550. Keshav Srushti has been working here since 2017.

Water

One of Keshav Srushti's biggest impacts has been to provide water in the Zilla Parishad School. Before Keshav Srushti's intervention, kids would have to get water from their homes which were far away, but now there is round-the-clock access to water.



Solar Farming

Gale like other villages in the area has been facing issues with water management despite being a heavy rainfall area. Part of this has also been because of administrative issues. Keshav Srushti, in an attempt to solve this issue set up solar panels on farming land to enable regular access to water.

- Due to regular access to water, villagers in Gale have also started growing secondary crops apart from rice which they earlier used to grow only during the monsoons. On 18 acres of farming land, 18 farmers now grow vegetables and crops like karela, chauli, and chillies. Earlier, the villagers would earn up to Rs 60,000 primarily through rice limited to monsoon seasons. But with the additional crop system, the villagers now earn an additional income of Rs 60,000 per yield per acre. This has also ensured they now have a steady income throughout the year.

NAKADPADA (Village 14)

Nakadpada is a village in Wada taluka of Palghar district with a population of 287 villagers. Keshav Srushti has been working in the village since 2018.

Solar Farming

- Keshav Surshti, through the Gram Vikas Yojana, started operations in Nakadpada in 2019 in order to address the village's water crisis and agricultural issues.
- On 32 acres of land, they set up 2 solar panels so 32 farmers could get direct water access and avail benefits of that through drip irrigation
- Before Keshav Srushti's work here in Nakadpada, the villagers had relied entirely on rain water. But now due to the work done by Keshav Srushti, there is water throughout the year for farming.
- The villagers used to primarily grow rice during the monsoons. But since the availability of water, they have started growing Mogra and vegetables like karela, chauli, bhindi and doodhi.
- The average income before Keshav Srushti's intervention was Rs 50,000 per family just on rice but now because of water availability, their income has increased by 50% to upto 1,00,000 per cultivation season and collectively the village earns over 40 lakhs an average.
- This has also had an impact on migration. Before this, the villagers used to work at a red brick kiln. But with this intervention, 80% migration has reduced. Another impact this has had is on 30 kids' education, wherein they were able to continue their studies because there is no migration.

Water

- Keshav Srushti with Rotaract club also set up a drinking water tank of 7500 litres to solve the village's water crisis. Before 2020, when the water tank was set up, the villagers had to walk 1.5kms per day. But with continuous water supply in their area, the villagers were able to save 10,000+ hours of laborious tasks, which are now being spent in farming.



KUMBISTE (Village 15)

Kumbiste is an important village in Wada taluka of Palghar district with a population of 234 villagers, many of whom are involved in agriculture. This village is around 2 km away from the river.

Solar Farming

Keshav Srushti started their work in Kumbiste in 2019 by setting up a solar farming project.

- They set up 3 solar panels on a 32-acre land which was divided between 32 farmers. Similar to other villages in the area, residents of Kumbiste also used to grow rice during monsoons, but after the monsoon seasons got over, they would not farm due to a lack of water. To earn a better livelihood, the residents would have to migrate to different cities near the district in search of jobs. Since the distance was too long, an Artificial Pond was built. Solar-driven power will accumulate the water in this pond. With natural gravitation, the water will flow to farms.



- With Keshav Srushti's intervention, they have been able to focus on a second crop during the year. Apart from rice, the villagers also grow crops like Chauli, Gavar, Doodhi, and Bhindi. Before the Gram Vikas Yojana, the villagers used to earn Rs 50,000 per acre that they planted. But with the drip irrigation system, the income of the family has increased by Rs 60,000 per family. Due to Keshav Srushti's intervention, the village now collectively earns over Rs 45,00,000* (This is a calculation based on the average income earned by all the families in the village over the last 3 years since Keshav Srushti started their operations ie 60,000*32 farmers*3 years.)
- This has also had a huge impact on migration, where Keshav Srushti has been able to reduce migration by 70% since the implementation of the solar farming drip irrigation system.

JUGREPADA (Village 16)

Jugrepada is a village in Wada taluka of Palghar district with a population of 430 villagers. Keshav Srushti has been working in this village primarily on agriculture.

Solar Farming

- Keshav Srushti started their operation in Jugrepada in 2019 by setting up 4 solar panels for a drip irrigation system on 42-acre land for 42 farmers. In line with the region, villagers here also used to grow rice during monsoons and would search for jobs during the off-season. Through rice farming, the villagers were earning Rs 35,000.
- With the irrigation system setup, Keshav Srushti helped farmers grow other crops during the off-seasons so there is a regular flow of income. They started growing vegetables and pulses like Chauli, Karela and Doodhi. Due to the additional farming that the villagers were doing, they started earning up to Rs 80,000 on average per family.
- The system impacted the temporary migration patterns directly, which have come down by 90% since the villagers now earn an income throughout the year.



BOCHALPADA (Village 17)

Bochalpada is a village in the Wada taluka of Palghar district with a population of 160 villagers.

Infrastructure

Keshav Srushti started its operation in Bochalpada in 2017. Along with issues such as water and irrigation, one of the biggest challenges in Bochalpada before Keshav Srushti entered was lack of road access. The major issue the villagers faced due to this was during the monsoon season when transportation would become a huge problem.

- In the year 2018 Keshav Srushti helped build a road to solve this issue. The biggest impact of this has been that the villagers can now travel to the taluka head-quarters in Jawahar in under 30 minutes. Before Keshav Srushti completed the project, it would take the villagers more than 1.5 hour to reach Jawahar. The road, was constructed under Keshav Srushti's guidance with support from all the villagers.



SHELE (Village 18)

Shele is a village in Palghar which comes under Wada taluka. The village has a total population of 600, many of whom are involved in agriculture.

Solar Farming

- Keshav Srushti started its operations in the village in 2017. Their work in the village is with 14 farmers who farm on 14 acres of land. To that effect, Keshav Srushti has installed 1 solar panel for setting up drip irrigation systems.
- Before Keshav Srushti entered, the primary work in the area was farming wherein the villagers used to grow rice for up to 5 months. Through that, they used to earn Rs 55,000 per acres. But for the remaining months, they would either migrate to different cities or rely on government schemes like MNREGA.
- Through Keshav Srushti's intervention, the farmers have now started growing a second crop and vegetables like Doodhi, Bhindi, Karela and Chauli. The villagers now grow around 50kg per vegetable and this has helped increase the income of the villagers by Rs 70,000.



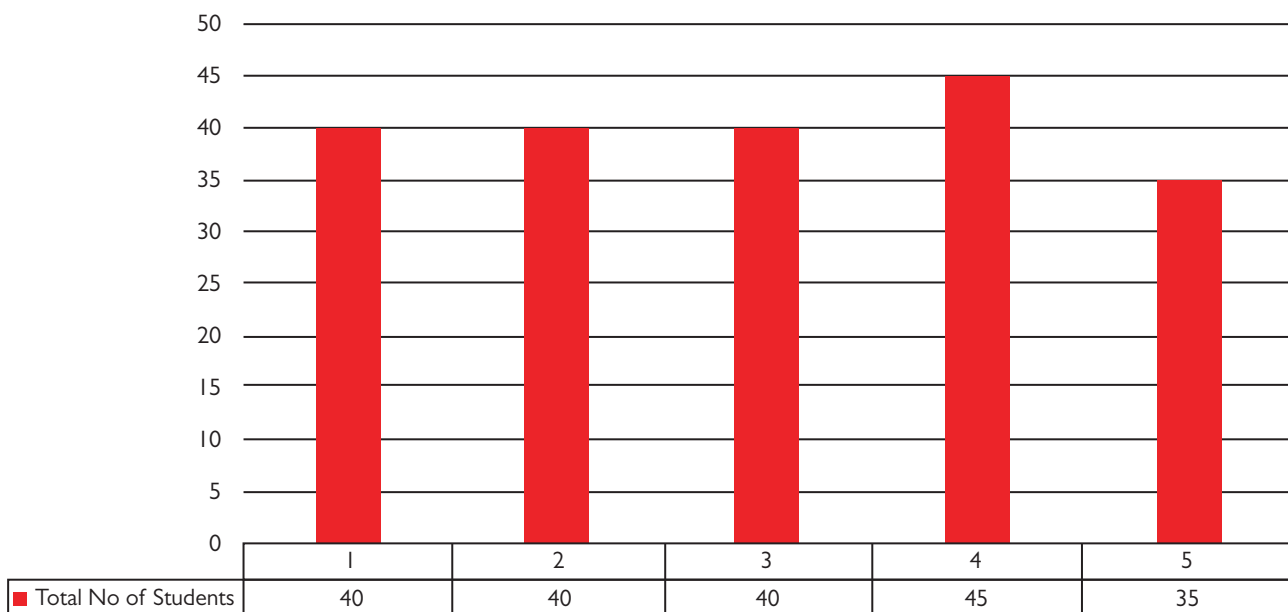
KHUDED (BIRARI PADA) Village - 19

Keshav Srushti has been active in Khuded(Birari Pada) in the Jawahar Taluka of Palghar from 2018. It has a population of 500 villagers with an average literacy rate of 50%. Keshav Srushti has worked on various issues in the area of which the key impact is shared below:

Madhav Sanskar Kendra

- Keshav Srushti's Madhav Sanskar Kendra has been operational in the village since 2018. Over the years from 2018-2022, they have had 40, 40, 40, 45 and 35 students, respectively.

Total No of Students in Mahadev Sanskar Kendra 2018-2022



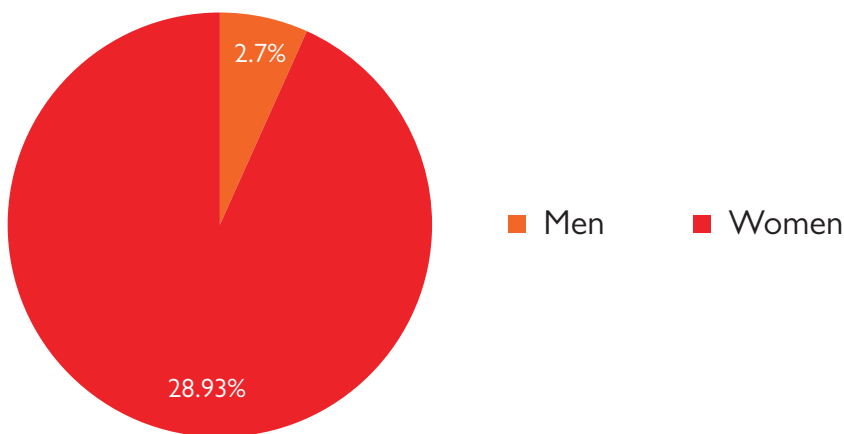
- Similarly, 6 students can now read, write and speak basic English, and 7 students from the group can speak confidently in front of an audience.
- Similarly, 6 students can now read, write and speak basic English, and 7 students from the group can speak confidently in front of an audience.
- The biggest impact however of the Madhav Sankar Kendra has been that all 40 students have not failed in their class and have successfully cleared class 9.
- Keshav Srushti, along with education also focuses on students' holistic development. Therefore, they also train students in physical education. For kids to be active physically, they distributed a carrom board and 2 sets of badminton racquets to the school to get students to continue, and that intervention paid off. Before the distribution of sports kits, Madhav Sanskar Kendra had only 15 students, but now they have a total of 40 students who have continued.

Bamboo Project

One of Keshav Srushti's most ambitious projects is Project Green Gold, also known as the Bamboo Project. The intent behind this has been to ensure employment for the villagers and self-reliance.

- Through this project, Keshav Srushti in Khuded gaav has created livelihood opportunities for 30 villagers. Similar to the other Bamboo Projects that Keshav Srushti has implemented, Khuded village's Bamboo Project workforce also constitutes 28 women and 2 men.

Total no of villagers employed under Bamboo Project khuded



- Before Keshav Srushti intervened, most of the villagers were involved primarily in agriculture which would happen during the monsoon season. Rest of the year, they would migrate to cities like Mumbai, Thane and Virar-Vasai for other opportunities. So their employment was also seasonal and involved huge migrations.
- Since their intervention, they have been able to reverse this trend and train the villagers to make rakhis and sky lanterns. As of today, migration in the village has reduced by 65% and their income through the bamboo project has gone up by Rs 20,000 per season.



Agriculture

- Agriculture is one of the highest job creators in the village and plays an important role. In 2019, Keshav Srushti, through their Gram Vikas Yojana, and their Krushi Yojana, cleared 5 guntha (5445 sq. ft) of land for the farmers to grow rice. This they have been able to achieve through what is called the System of Rice Intensification (SRI) method. Through this, rice yield in Khuded village has increased by 45%.



Water

- Through the Gram Vikas Yojana, Keshav Srushti worked to build a well in Khuded village in 2019. Before the well, the villagers and primarily the women had to travel 5km to the nearest water source to fetch water.
- Ever since Keshav Srushti built a well near the village, there's been a significant change in this. Earlier, the villagers would get water only during the monsoons, which would last until February. But now they have water which lasts them till May.
- Another interesting impact of Keshav Srushti's intervention has been that along with Khuded village, 2-3 other villages surrounding Khuded also receive water throughout the year till May.

- The combined impact of this is that it has helped save 10,000+ hours of manual labour which
- was earlier spent to bring water and is being utilised for agriculture. (On average, the villagers would travel almost an hour per day. But since Keshav Srushti's intervention, the villagers collectively have now been saving an hour every day for the last 3 years.)

DOHARE PADA (Village 20)

Dohare Pada is a village in the Jawahar Taluka of the Palghar district with a population of over 600. Keshav Srushti has been working in the village since 2018, and the following are the impact of their work.

Solar Farming

Solar farming project in Dohare pada was started at the end of 2021.

- To aid the villagers in agriculture, a total of 6 solar panels for 31.5 acres of land were installed. In total 63 farmers have been divided into 6 groups.
- The villagers used to grow Mogra and Sonchafa colloquially known as Champak. Water like other parts of the district is an issue here as well and due to limited water supply, the villagers could only collect a yield of 50kgs per day for mogra and because there was no source of water other than natural means, villagers had to rely entirely on rainwater.
- Keshav Srushti through their solar farming project aided the villagers by coming up with drip irrigation systems. The direct result of this has been that the yield has now increased to 2kg per day per farmer taking the total to 126kgs of Mogra. Similarly, the Sonchafa plantation has also seen a 51% increase.
- Before this intervention of Keshav Srushti, they used to only grow rice that too during the rainy season, which would give them an income of Rs 70,000. But ever since Keshav Srushti built the solar panels, they have now been able to increase the yield of Mogra and also grow Sonchafa as a second crop apart from rice.
- As the villagers are now earning locally from multiple crops throughout the year, it has directly led to an 80%-90% reduction in migration.

Keshav Srushti, in the long term, plans to make this into Agricultural tourism and transform Dhoare Pada into an Adarsh village. In the future, Keshav Srushti is also planning to assist the villagers, so they can plant another round of rice and other vegetables like Palak, Methi, Tomatoes and Vaal Papdi.



KUMBHARKHAND (Village 21)

Kumbarkhand is a village in the Jawahar taluks of Palghar with a population of 220 people and an average literacy rate of 60%. Keshav Srushti has been working in this village since 2019.

Water and Agriculture

The primary focus of Keshav Srushti in Kumbarkhand has to work on water and agriculture. To that effect, Keshav Srushti helped build an underground dam in the village in 2019. The village used to get water only during monsoons, but since they did not have any means or source to store this water, the well would last them only till January. For the remaining 4 months, till it started raining again, the villagers would have to bring water through tankers. The average cost of a tanker would be Rs 2,500, which they would bring 4 times in a month, costing them Rs 10,000 per month, and by the time it would start raining again, the village combined would have spent Rs 40,000 on water tanks. The alternative to spending money was the laborious task of travelling 2-3 km to the nearest water source.

- Through Keshav Srushti's intervention, they were able to build a dam, and this led to an increase of 60% in the water table level in the city, which would last till May and then it rains again. Because the village now has a regular source of water, the villagers are now able to save Rs 40,000 over 4 months.
- Another interesting impact of this has been in the nearby 4 villages, which were also deprived of water, but because of this intervention, they also started getting a regular source of water, thereby saving the entire cluster of villages an average of Rs 1,60,000 in water tanker costs.
- Now the villages get water throughout the year and there is also enough water in the old well.

NANGARMODA (Village 22)

With a population of 1500, Nangarmoda is one of the bigger and more populous villages in Jawahar Taluka, and Keshav Srushti started their operations in the village in 2017.

Water

Keshav Srushti, through their Gram Vikas Yojana in 2019, built a water dam in the village. Before they entered, the villagers had to again go to the nearby river to fetch water.

- The water level in the area and the well capacity have increased by 60% ever since they built the underground dam. Due to this, the village now gets water till May, which is almost the year supply.
- The villagers now use this water for drinking purposes and also for farming. Through this, the villagers now grow Vaal Papdi and Palak along with their usual crops and rice. The villagers, however, primarily use this for their own food consumption.
- Before Keshav Srushti's intervention, the villagers had to travel to the nearest taluka, which is Jawahar. The families there would spend an average of Rs 120 per day for vegetables and Rs 80 to travel to Jawahar. Along with money, the villagers also spent 50kms travelling to and from Nangarmoda.
- With food now growing in their own backyard, the villagers can save significantly on travel costs and petrol costs. With a population of 250-300 families, they have been able to save almost Rs 1200 per family per month collectively, Rs 3,00,000 per month over 3 years, and also over 10,000+ hours, now being utilised for other activities in the village.



DENGACHIMET (Village 23)

Water

The village has a total of 250 families and a population of 1600. Before Keshav Srushti, the village used to face a lot of issues with water management. Similar to other areas, the water problems in Dengachimet were partly because of a lack of sources to store the rainwater.

- To solve that issue, Keshav Srushti built an underground dam in 2019 just next to the village pond to increase the water level. The direct impact of this has been that water levels have risen by 70% and now there is water throughout the year.
- As farming in the village is limited to just one crop (rice) and once during the year (monsoons), the villagers primarily use this for drinking and other domestic activities such as washing and cleaning.



DAPTI PADA (Village 24)

Keshav Srushti started its operations in the village in the year 2018. With the primary aim of solving the village's water crisis, Keshav Srushti built a check/underground dam in the year 2019. Due to this, the water content level of the pond has gone up by 65%.

Before Keshav Srushti built the dam, villagers had to travel over 2kms daily to fetch water.

- Before Keshav Srushti's intervention, the primary crop they used to grow was rice, for which they would earn around Rs 50,000 per acre. Also, this was mainly during the monsoon when there was regular availability of water.
- But to solve that issue and to ensure there is a regular supply of water, Keshav Srushti built the dam, and with the continuous water supply, villagers have started growing crops such as palak, Vaal Papdi, and tomatoes.
- This cropping pattern of the villagers has led to extra income, which has now increased by Rs 60,000 per yield per acre. Now, along with rice, the villagers also grow vegetables around the year which has helped reduce migration by over 80%.

WAKICHAMAL (Village 25)

Keshav Srushti started operations in Wakichamal in 2021.

Health

Keshav Srushti started their Gram Aarogya Gram Swasthya to address some health issues faced by the villagers through their initiative Aarogya Dampatya in 2019. The closest medical centre in Wakichamal is the Primary Health Centre which is 15km away. So as part of this initiative, Keshav Srushti trains health couples to look after the basic health needs of the villagers.



The medical professionals in the village take care of basic issues like fever, diarrhoea and issues concerning pregnant ladies. Through this initiative, Keshav Srushti has helped reduce the issue of anaemia in the village. They have also helped reduce malnutrition in the villages.

- Through their gram swasthya, Keshav Srushti distributed 46 swasthya cards to the villagers and educated 10 ladies on issues related to menstruation. After completing their training, Keshav Srushti gave a kit consisting of 4 menstrual pads to all 10 of the ladies.
- Post this, Keshav Srushti also gave the students “shengdana ladoo”, and “raagi laado” to increase their protein and reduce their malnutrition levels.
- Every month Keshav Srushti checks the blood pressure levels of the villagers, and through this, 2 villagers who had high blood pressure were taken to Sion Hospital in Mumbai for treatment.
- Keshav Srushti through the health couple donates iron tables to reduce the anaemia levels in pregnant ladies. Through this, they have been able to reduce anaemia levels in 5 ladies in the village.
- Through the health couple, Keshav Srushti also admitted 2 of the villagers who had high sugar.

Water

AAs part of the Gram Vikas Yojana, Keshav Srushti built a 5000-litre water tank as the existing 5000-litre water tank installed by the Gram Panchayat was not enough for everyone.

With Keshav Srushti's additional water tank, the village now has 2 water tanks of 5000 litres each which have completely solved their crisis. The village would earlier faced issues for 6 months, but with Keshav Srushti's intervention, they now have the clock water supply. The water which is directly delivered to their homes is primarily used for drinking and other domestic activities. The village also has a common tap for the residents.



GARADWADI (Village 26)

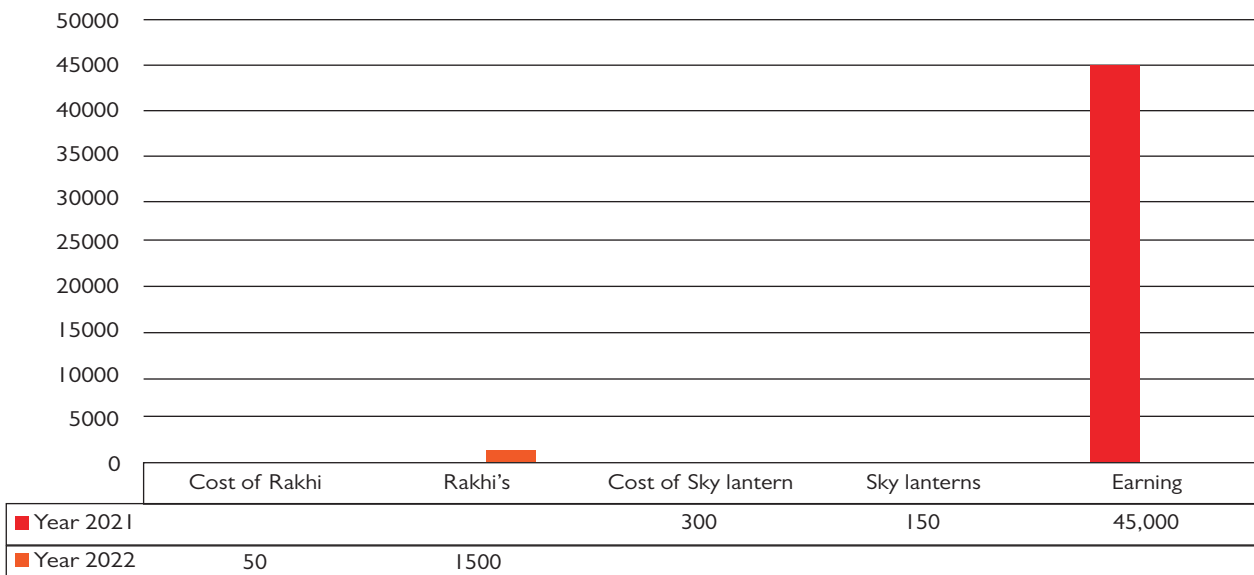
Garad Wadi in Jawahar taluka is an important village for Keshav Srushti. They started their operations in 2019, and this is the only other village in Jawahar where they have the Bamboo Project. The village has a total population of 263 people.

Bamboo Project

Through Project Green Gold, Keshav Srushti has directly impacted their livelihoods and employment opportunities by creating other avenues for them.

- In one year since the plan has been operational, the villagers have made a total of 150 sky lanterns in 2021 and earned Rs 45,000. This year (2022), they have also made 1500 rakhis which is being marketed in different cities during the Raksha Bandhan season.

Total income earned under Bamboo project Garawadi



DHAPARPADA (Village 27)

Dhaparpada is a village in the Jawahar taluka of Palghar with a population of 130 and an average literacy of 70%.

Water

Similar to other villages in the region, Daparpada also faced serious water challenges despite heavy monsoon rains. Keshav Srushti started their attempts to resolve this problem in 2021.

- They set up a 5000 litre water tank in the village to store water throughout the year.
- Before Keshav Srushti intervened, the villagers had to either travel 2km daily to fetch water from a nearby damn or rely on gram panchayat, but that was also irregular. But with the water tank being set up, Keshav Srushti has effectively solved the water crisis of the village.
- The villagers now get water supply throughout the year

Employment

Another important project that Keshav Srushti is working on in the region is generating employment. Some of the young people in the village have setup their shops near the dam. During the monsoons, the village looks beautiful, and Keshab Srushti plans to capitalise on the same. The dam is nearly 3-4km from the village areas. In the coming months, they plan to increase the income of the villagers by turning the village into a tourism-friendly destination and an Adarsh village.



Conclusion

The Impact Assessment Report prepared for Keshav Srushti's Gram Vikas Yojana has been done for the four major areas where they are working, Education, Livelihood, Agriculture, and Health in the Palghar District of Maharashtra. Special attention has been given to all aspects, and we've attempted to do this study in its entirety.

The work done by Keshav Srushti over the last 5 years through 'The Gram Vikas Yojana' is indeed commendable. Through the various initiatives undertaken, Keshav Srushti has managed to create a self-sufficient system where they have addressed some of the fundamental issues affecting the populace and solved them by involving the community. Keshav Srushti has worked to create a robust ecosystem which ensures that the community has a say in the process, thereby ensuring the roots are stronger.

Through Project Green Gold, Jivika and Mangal Fibre, Keshav Srushti has ensured the villagers have alternate sources of livelihood. Through the Madhav Sanskar Kendra and the Knowledge on Wheel Program, Keshav Srushti has made education accessible to the students in remote villages. Through their intervention in agriculture, Keshav Srushti has helped increase the overall agricultural yield by ensuring continuous supply of water and through their "Swasthya Rakshak Dampati", Keshav Srushti has also ensured easy access to health facilities.

Of the 5 years, Gram Vikas Yojana has been operational for 2 of them, including the global pandemic. While cities generally have easy access to healthcare and other essential services, it is difficult to do the same in villages. Keshav Srushti ensured the villagers who lost their breadwinners and their Akshay Sahyog program ensured the villagers who lost their breadwinners and sole earning members of the family are taken care of. They set up a fund to take care of their pensions and ensure the continuation of education for their kids.

Keshav Srushti has reconceptualized what social change means in tribal areas and has ensured that it is sustainable and can be replicated. In the future, organizations working in the social impact space can use their work as a model while working with rural and tribal communities.

CSR: **Corporate Social Responsibility**

GVY: **Gram Vikas Yojana**

KS: **Keshav Srushti**

KSGVY: **Keshav Srushti Gram Vikas Yojana**

KOW: **Knowledge on Wheels**

MSK: **Madhav Sanskar Kendra**

URC: **Urban Rural Connect**

VIF: **Vision India Foundation**

VSK: **Vivekanand Shakti Kendra**

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