

Smart Village- D'palle Status and Plan Presentation

Abdul Ali Shaik - Partner



Successful people
have a social
responsibility to
make the world a
better place and not
just take from it.

Partner Profile

Summary.



Over view

Abdul Ali has 17+ years experience in infrastructure design and construction engineering field, since 9 years working in AECOM, world No.1 Engineering USA firm, currently holding Associate Director position.

Qualification: B Tech, DCE...

Achievements: Worlds most innovative design for Lusail expressway project...

Since 2012 started farming company to create export hub for helping local farmers, company achieved to strong position in international market.



“Beyond what
the eyes can
see”

Back Ground

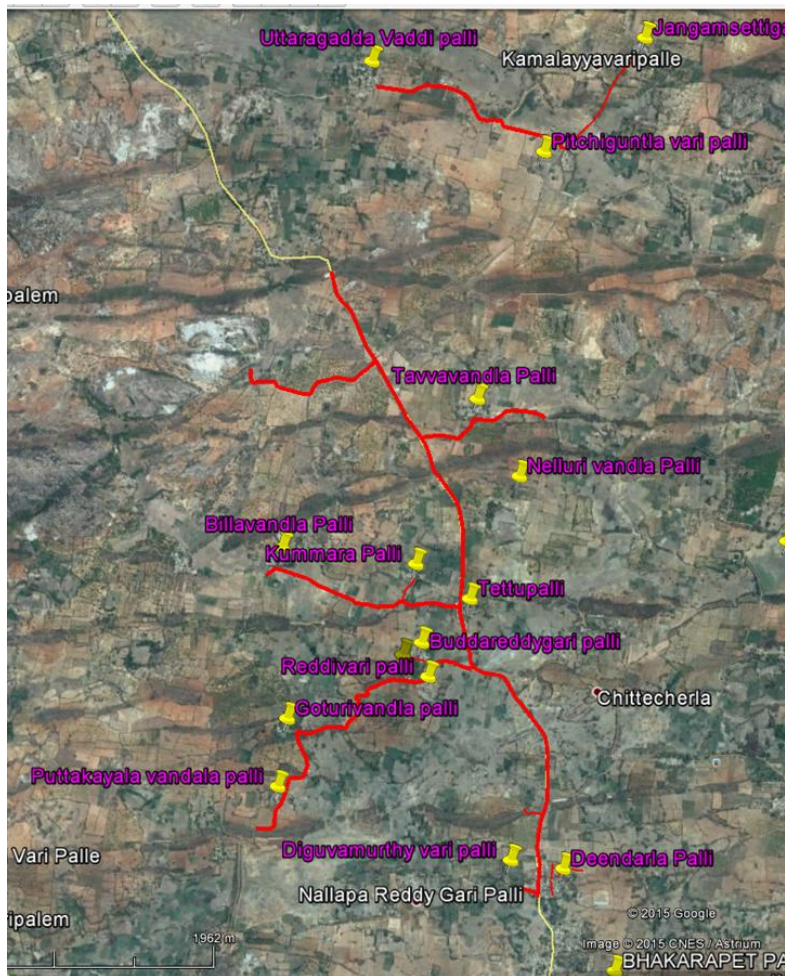
Mr Abdul Ali born in very poor Agri family, brought up in Chittecherla and Deendarla palli village, studied in Govt school, Bhakarapet, poly technique completed in Gudur, Nellore district..

Food expenses earned from part time work after study (I am not shame to say that what I did mainly labour work), I was not have money to spend for my father medical expenses to cure paralysis, only option was RUYA hospital, due to poor care of hospital, I missed my father in 1998, then complete family responsibility came on my shoulder to look after 2 brothers, 1 sister and mother. B Tech completed in distance learning.

I got good rank in ECET, but not able to join due to financial position, started Job for Rs.1000/month in computer institute, then in watershed engineer, then in Madhucon, finally in AECOM Doha, these all stages passed in 8 years of my continuous commitment and hard work.. Today I am in successful person..



Village Profile



- Panchayat name: **Deendarla Palli**
- No of Villages: **16**
- Location: **Chinnagottigallu mandal, Chittoor district, Andhra Pradesh**
- Nearest city: **Tirupathi.**
- Area
 - 20 Sqkm
- Population
 - 2117 (M- 1068, F- 1049)
- Main Crops
 - Tomato, Mango, Sugar crane, Paddy.
- Schools
 - 3 Nos (D palle, T palle & **Murevari Palli**)
- Roads network
 - R&B- 5km, Village Rds- 15km

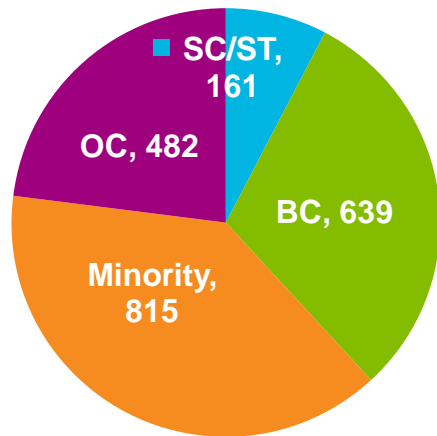


Base line Survey For Master Plan- Planning Stage

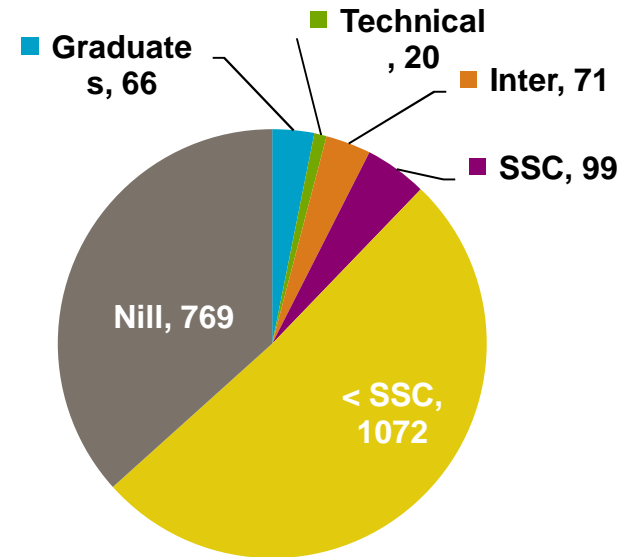
Before activities start

Baseline survey Extract – 1

Population pie



- Panchayat consists of 16 villages with total population of 2097
- Minority and BC community population is high.

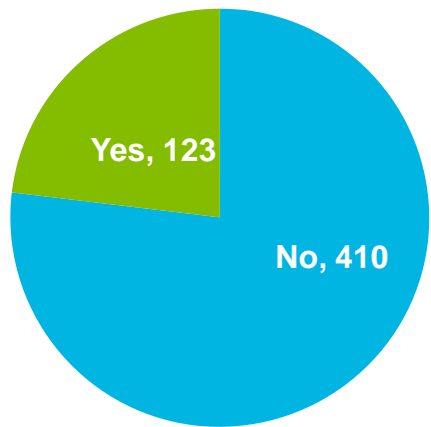


Education pie

- 65% population are literates
 - Graduates 66, Technical Graduates 20, 12th pass 70 and SSC 99

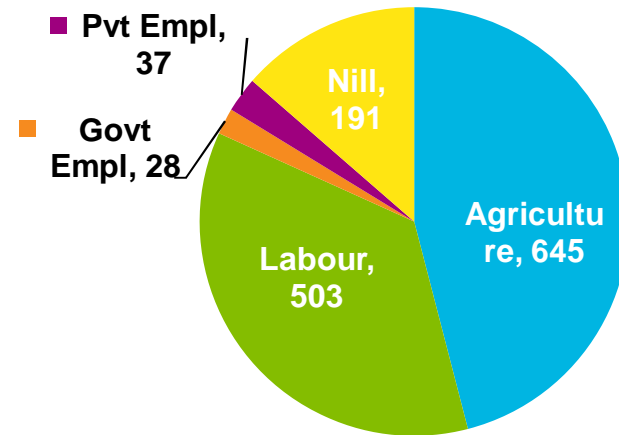
Baseline survey Extract - 2

Toilets for every house



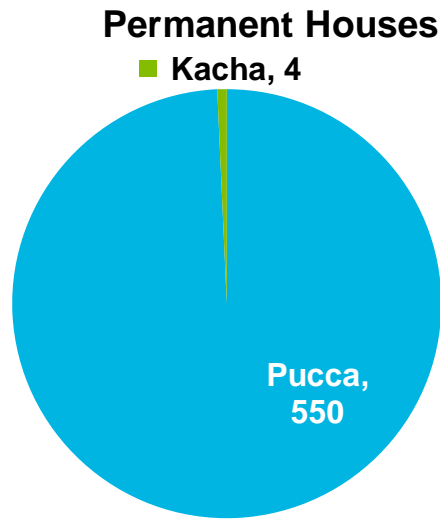
- 410 houses don't have toilets
- 123 house has toilets, these are mainly Muslim and OC houses

Livelihood sources

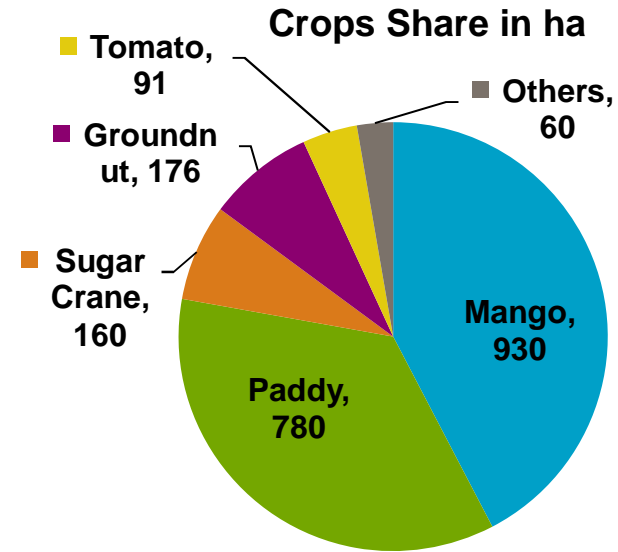


- Majority depends on Agriculture and daily Labour work
 - 141 don't have continuous work for livelihood.
- Employment in Govt and Pvt institutions are negligible

Baseline survey Extract - 3



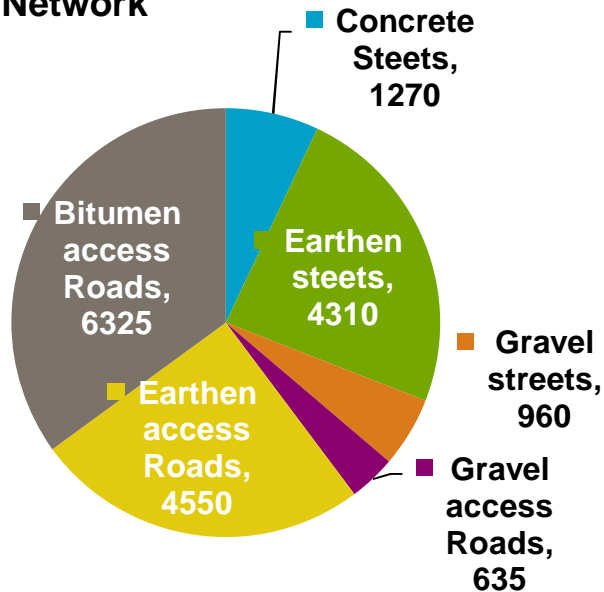
- 99% house holds has permanent houses for living
- Only 4 katcha houses, this will increase more soon due to family divisions.



- Major Crops are Mango and Paddy followed by Ground nut, Sugar Crane
- Tomato crop share also increasing

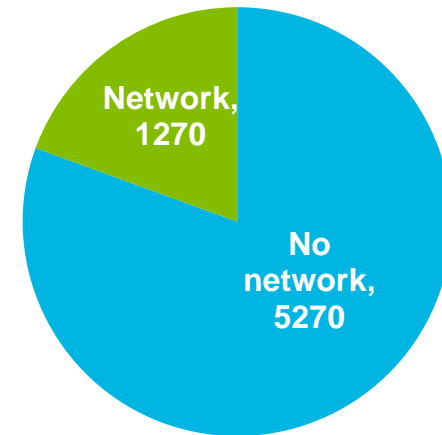
Baseline survey Extract - 4

Road Network



- Still 5km streets to be paved
- Access roads of 6km to be paved

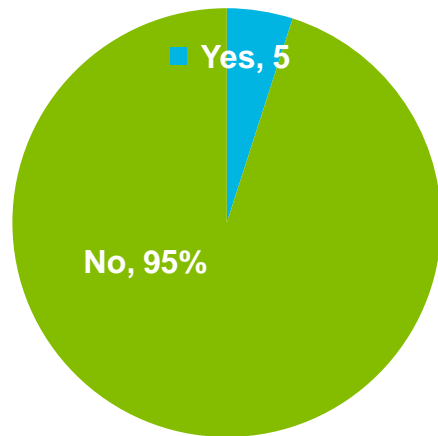
Drainage/Sanitation network



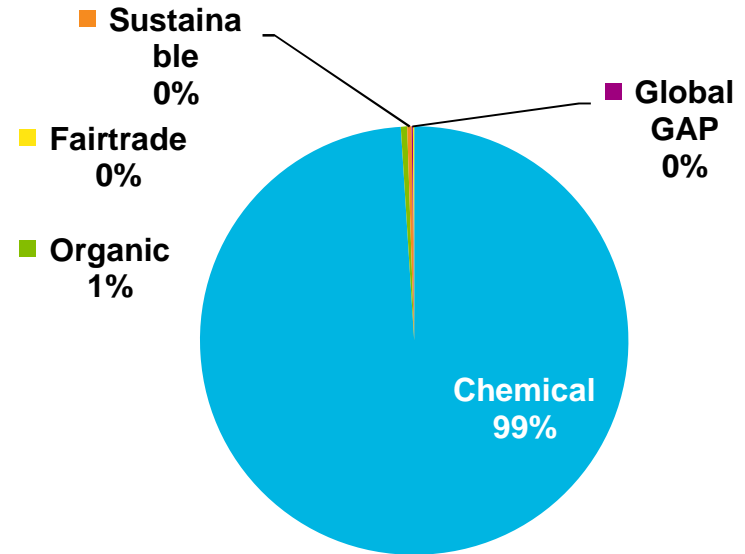
- Proper storm and foul network not there for 5270m streets.
- Temporary network of 1270m exist, need to improve.

Baseline survey Extract - 5

Village Enterprises



- Village enterprises are very few



Farming standards

- 99% farming methods are chemical
- No farmer following Sustainable, Fairtrade and Organic methods farming

Proposed Village Master Plan

Vision Statement

**“Complete village
nestle into its
natural setting
and sustaining a
diverse, healthy
community that
values the
environment”**

20 Non Negotiations

Commitment from Andhra Pradesh Government



Homes for all—with access to toilet, safe-drinking water, and regular power



Diversified livelihood opportunities and/or micro-enterprise for every household



End open defecation



Give SHGs and youths access to skill development and Village Enterprise Development with bank and market linkages



Ensure 100 percent institutional deliveries



Build functional solid / liquid waste management system



End all preventable maternal deaths and infant deaths



Ensure zero school dropouts of boys and girls up to 12th class



Make functional toilets, potable water and electricity available in Anganwadi centres, schools, health centres, GP / Ward buildings



Create a malnutrition free (children below 9 years of age) society



End girl-child marriages (girls below 18 years of age)



Ensure every farm has soil health card, enrich it with essential micro-nutrients and help farmers diversify



Ensure every village household has a functional bank account / PM Jan Dhan Bank Account



Ensure every GP / Ward has its own dynamic development plan prepared by community participation



Ensure every GP / Ward has green trees all over its geographic boundaries



Ensure every GP / Ward has functional water conservation and harvesting structures



Ensure every GP / Ward has functional Information Centre, Computer Lab, and Mee-Seva Centre



Ensure every GP / Ward has telecom / internet connectivity



Ensure Gram Sabha / Ward Sabha are held four times a year with minimum two-thirds attendance



Ensure every GP / Ward has a functional grievance redressal system

Master plan summary

Community Wellbeing

Economic Vitality

Environmental Leadership

High Quality Rural Environment

Themes:

- | | | | |
|---|--|---|---|
| <ul style="list-style-type: none">• Diverse Community• Healthy Community• Green Community• Vibrant Community | <ul style="list-style-type: none">• Local Resident Workforce• Investment Attraction• Sustainable Living Excellence | <ul style="list-style-type: none">• Holistic sustainability• Natural assets & rural character• Water & energy conservation• Native flora & fauna | <ul style="list-style-type: none">• Appropriate character• Climatically responsible• Range of densities |
|---|--|---|---|
-

Initiatives:

Housing, Potable water, Hospitality, Education, Sanitation, Road network, Community gatherings, local food production, safety, vulnerable road users facilities.

Employment opportunities, business hubs, village enterprises, village brand identity, market linkages, skill development, industry centers, saving concepts, tourism concepts, home based business etc.

Smart energy saving practices, Plantation, water harvesting structures, soil erosion measures, noise and air pollution measures, composting pits, bio fuel, sustainable transport like bicycles, promote local ecology etc.

International standard infrastructure, public spaces and parks, community functions, character change to ethical and professional behaviors, self dependent motto.



Goals

Goal Description	Priority	Target	Status
Community Wellbeing	High	2018	Water and Sanitation related projects started.
Economic Vitality	High	2020	Village enterprises and Village brand identity proposal in study stage.
Environmental Leadership	High	2022	Energy saving and plantation works already started.
High Quality Rural Environment	Medium	2022	Ethics and Core values and community development plans in study stage.

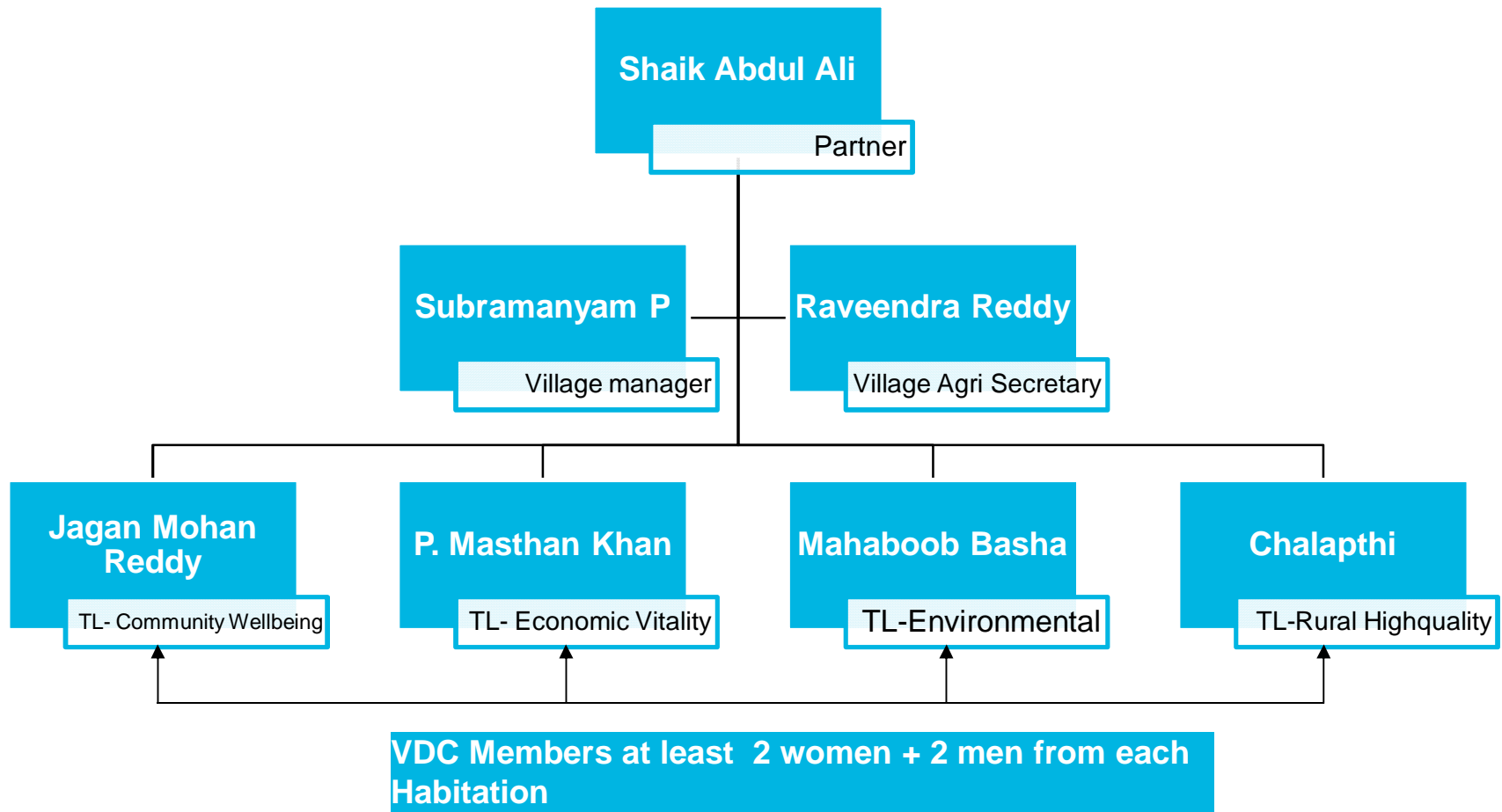


Make it happen strategies

- Management and operational team
 - Village development council (VDC) formation
 - Monitor, execute and communicate Team leaders for each vision and members from each habitation with responsibility matrix. Proper system design and implementation for self survival.
- Frequent review meetings
 - Monthly first Sunday meeting
 - Village durbar meeting half yearly.
- Trainings and communications
 - Capacity building and awareness trainings
 - Government support and communication on schemes and projects.
- Technology utilization
 - App and SMS service system
 - Interlink with main service dash board and with Govt departments for services



Smart Team Org Chart.



Village Brand

- Promoting village products through Brand
- Training Brand value propositions to producers
 - Standards and Technology
 - Train and facilitate for latest certification standards and technology in farming.
- Supervision team and certification of Brand products
 - Team designed
 - To Ensure quality and safety and Certifying according to standards.
- Brand Name is “D Palle” with logo below...



“Humans are drawing on capital rather than interest, and once that is exhausted, they will find Mother Nature reluctant to make a loan”

“Living Beyond Earth’s Capacity”

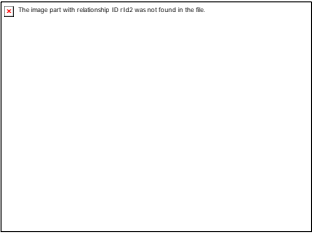
- § 92% of consumers agree with the statement that it is important for the food industry, both food manufacturers and supermarkets, to be more proactive about addressing environmental concerns. *FMI-Harris Poll 2007*
- § 89% of consumers are interested in “eco-friendly” products and 30% actively look for them. *Information Resources, Inc. 2007*
- § 87% say they want a company to support issues based on where its business can have the most social and/or environmental impacts.
- § 80% of respondents listed health as the leading issue for companies to address.

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Status report

Completed activities

Best Smart village partner Award



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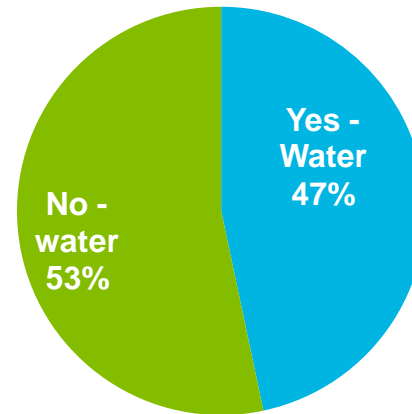
ABN

Potable Water



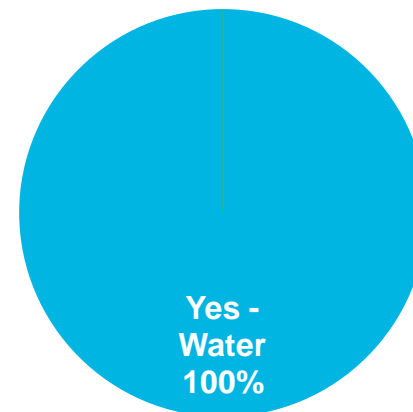
- 8 habitations suffering with drinking water
- 8 bores drilled and network constructed.. Achieved 100%

Pie chart header



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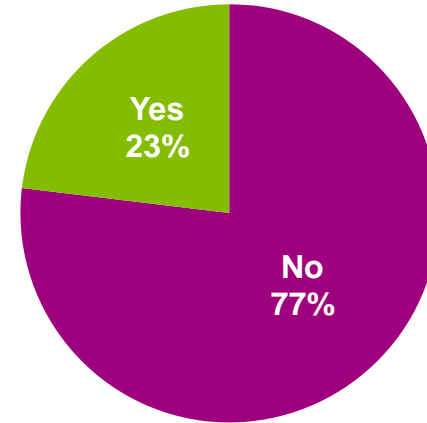
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Sanitation - IHL

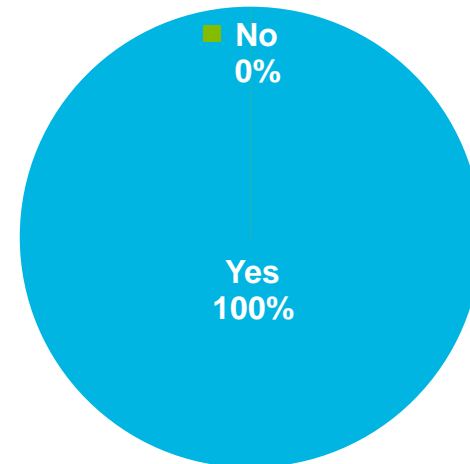


- Rural village households not aware of the importance of toilets and open defecation free. 77% houses no toilets before adopting villages.
- Achieved 100% first in Andhra Pradesh, many strategies adopted case by case to achieve.
- INR 4 millions spent from Partner own funds to achieve ODF.

Toilets for every house



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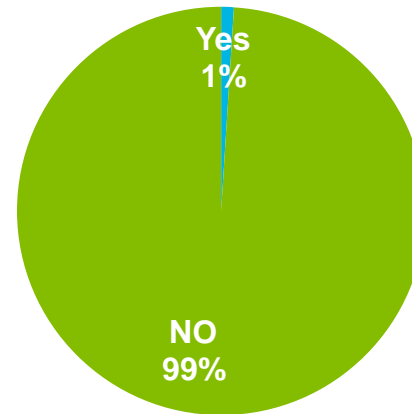
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Green Energy/Lighting



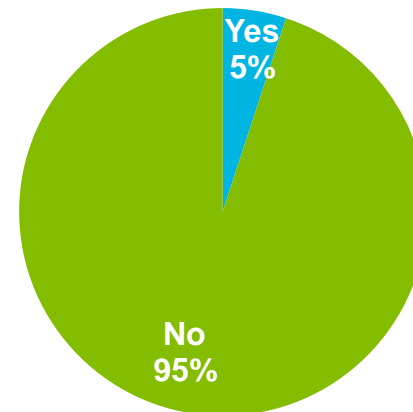
- Green Energy concepts
 - Solar and Energy savings was only 1%
- Solar street lights and LED energy saving bulbs installed after adopting village, little improvement.. Works are in progress, this goal will achieve by 2018

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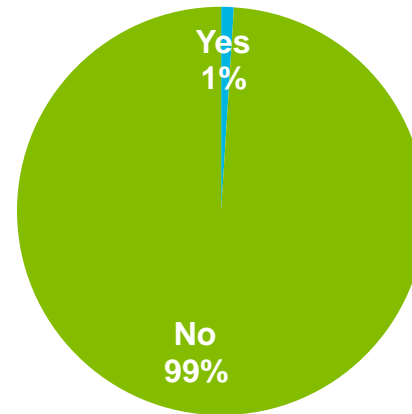
Sustainable Farming



GLOBALG.A.P.

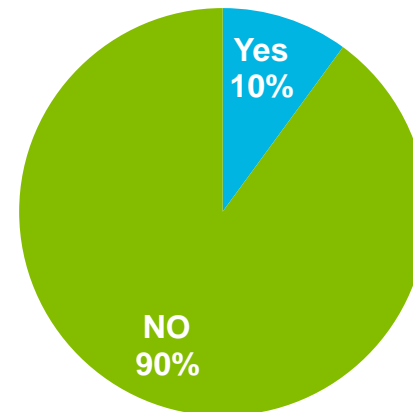
- Sustainable farming practices not aware of villages and impact on environment
- After adopt, started Rainforest, Fairtrade and Global GAP farming initiatives... Targeted to achieve 50% by 2022

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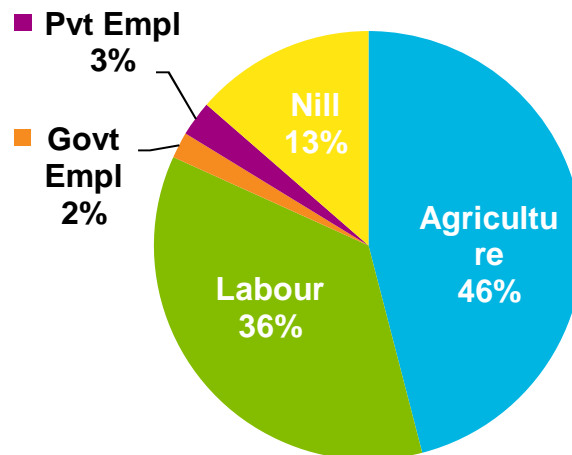


Economic Improvements

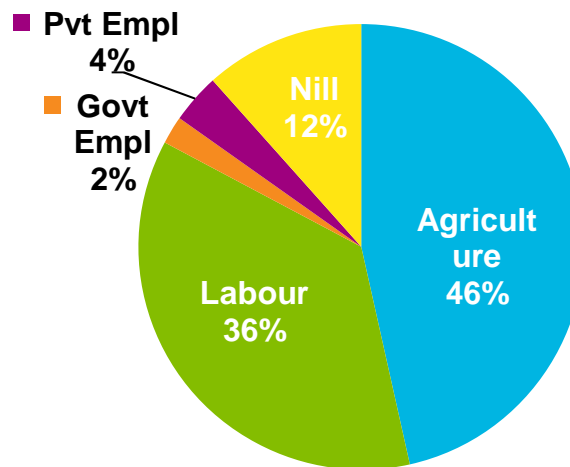


- 13% don't have livelihood source before adopting village.
- Employment generated for agriculture support for 10 people... further planning more to start village enterprises and industries to achieve 100%.. **detailed in below chapter**

Livelihood sources



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Other Misc. Works



- High risk zones was there before village adopt
- 11KV overhead electrical lines relocated beyond the village.



- Zonal Sports events sponsored
 - For 4 mandals

Other Misc. Works



- Village meetings
 - Attended Janmabhoomi meeting for resolving issues of public.
- Vision of smartvillage and Goals explained and taken feedback



- VDC meetings
 - Monthly meeting of Committee

“Story as of today”

1. Partner spent more than 50 lakhs as of now for activities.
2. Partner achieved successfully 100% ODF, Drinking water and Environmental energy saving, Non negotiations with the help of Innovative process, policies and procedures implemented through Village development council(VDC) directions + dedicated 24X7 Village manager management + Team leaders guidance + Habitation members + Agriculture secretary supervision.
3. Village brand logo designed to market village enterprises produce and products, which shall be supervised and certified with Global GAP, Organic to ensure food safety.
4. Mini centralized emergency hospital with innovative model finalized, which will ensure the best hospitality quality with international standards expert doctors.



“Story as of today”

1. Sustainable and eco friendly village initiation started by installing solar street lights as mockup to test and implement for all.
2. Free range chicken poultry farming model designed for each SHG member and grouped in to cluster for market linkage via logo and technical guidance.
3. As a infrastructure expert, decided to master development plan and prepare guide lines for all the infrastructure of village to ensure all users to use safely, accordingly initiated to design typical drawings, sections, design criteria as per international standards.
4. Partnering with Food industry experts to start food process industry and export hub for market linkage to farmers.
5. Food processing units master plans initiated for generating more than 1000 jobs.



Future Projects

Study stage

High Priority Projects



- Aim is to provide local opportunities to skilled labor by starting food processing industries by Partner.
- Aim is to achieve sustainable household growth
- Target to achieve by 2019



– Village Enterprises

- Aim is to train and support home based enterprises for non skilled labor.
- Aim is to provide market linkages and innovation support by Partner.

High Priority Projects



- Aim is to provide infrastructure and facilities to meet standards
- Aim is to service 24X7 as mini emergency centre.
- Target to complete by 2018.



- Aim to achieve sustainable rural character
- Aim to partner to protect world's environment for future.
- Target to achieve by 2020

High Priority Projects


- Technology



- For better service decided to use and customize design IT tools at village level
- App and SMS system developing to interface with central dashboard.
- Interface with Govt system.

- Pure Water



- Aim to serve pure and clean drinking water
- Aim to install mineral water plant and free supply to all homes.
- Target to achieve by 2018 



Medium Priority Projects

Village Brand value

Goal : 2020

Priority : Medium

Partnership support : Marketing and brand value design.

Current Status : 100% logo design completed

Ethics and Core Values in Education

Goal : 2018

Priority : Medium

Partnership support : Trainings and case studies.

Current Status : Planning

Village Revenue Development

Goal : 2020

Priority : Medium

Partnership support : Horticulture development in Govt lands and commercial avenue development along Talakona road

Current Status : Planning

Village Community Gatherings (Annually)

Goal : 2018

Priority : Medium

Partnership support : Awareness camps of community development and annual gathering function expenses.

Current Status : Planning



Case Study

Employment Generation Case Study.



Feasible industry segments analysis

As per the village location, feasible industries will be Agricultural based and Food processing industries, as this area mainly popular for Horticultural crops like Mango.

Planning analysis: D Palle smart village vision to support smart sustainable concepts only, accordingly team decided to go ahead with latest smart sustainable standards, which are Global GAP, Rainforest, Fair-trade and Organic.. These concepts has more international demand and also domestic demand increasing. This new concept helps following.

- Sustainable agriculture and Environment
- Export partnerships globally
- Employment and Benefits
 - Skilled labour for processing Industries (150 Nos)
 - Farming employment (185 Nos)
 - Professional employees (50 Nos)
 - Fair trading for farmers, which result to quite from mediators/brokers.

Partner need to construct Processing unit and Packhouse with cold storage facilities.

Case Study

Village Enterprises Case Study.



Feasible industry segments analysis

As per the village location, secondary feasible industries will be Poultry and Dairy industries, currently lot of household income generating from dairy. feasible add Poultry also to segment.

Planning analysis: D Palle smart village vision to support smart sustainable concepts only, accordingly team decided to go ahead with free range chicken farming and meat processing industry.. These concepts has more domestic demand.. Backyard chicken farming concept for every house considered in model. This new concept helps following.

- Sustainable agriculture and Environment
- Export partnerships globally
- Employment and Benefits
 - Employment to 550 households
 - Collection and processing employment (55 Nos)
 - Professional employees (25 Nos)
 - Individual home economic employment.

Partner need to construct Processing unit and marketing chain to success this model.

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Obstructions
Implementation stage

Obstructions by third party

– During Smart Village developments several obstructions faced these are mainly as below..

- . Political
 - Local leaders and MLA, In charges creating problems and not encouraging.
 - Bad feedback to their main leader, which result no support and appreciations.
 - Collector and Minister requested me to take more villages for development, I have applied 2 times for abutting village(Chittecherla) , still not approved due to political influence.
 - Janma Bhoomi committees and Mandal steering committees are not supportive with Partners, creating obstructions and interfering in smart villages.
- Government departments
 - Higher officials like district collectors are more supportive, but the ground level govt departments are in control of politicians.
 - Braibs for any service works to Partner.
 - Local officers not proactive to complete targets as planned by Partner, they do in their own time with so many excuses.



Obstructions by third party

- During Smart Village developments several obstructions faced these are mainly as below..
 - State Level
 - Rewards and Award for best Partner are not transparent, selected with poor survey, may be as per political leaders.- No Appreciations and Support for real Partners.
 - Discrimination
 - Not getting support from govt state level officials due to discrimination, mainly for minority and BC community Partners
 - My Experiences
 - Due to political influence of abutting land owner, I was unable supply drinking water from my Bore well to 500 house holds village public...
 - ODF completed on September, but officers waited till other political leader village to complete and then announced ODF on January along with other 3.
 - Janmabhoomi committee and officers working on their own without synchronizing with my master plan.... means not developing village with one vision.



Thank You

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Month Day, Year

