



## Arising of Pudhu Vaazhvu Project (PVP) For Better Livelihood to Rural Women

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### Abstract

India is one of the developing countries which have to adopt the methodological and technological resources making the developed countries as on today. Our nation is an agriculture based land and the people, for many centuries depend upon the agriculture oriented profession. After Independence, the thoughts for the development of our people forced our National leaders to make the India equal to the developed countries planning several development programmes for the upliftment of livelihood of the people, economically, socially, and industrially. Both the State and Central Government implemented numerous schemes for the economic development of the people. The Father of our Nation Mahatma Gandhiji believed that the soul of the Nation is in villages. Pandit Jawaharlal Nehru insisted the development and standard of life of the people starts from the development of women in our Country. Numerous Great men and experts opined that the eradication of poverty based on proper education to women is both in Rural and Urban areas irrespective of gender. The State Rural Livelihood Missions and National Rural Livelihood Mission schemes are all funded by both the State and Central Government and being implemented in rural parts of India till date. But the only scheme, "Pudhu Vaazhvu Project" is totally funded by the World Bank for the eradication of poverty in the downtrodden and poorest families which did not get any benefit through any schemes so far. The Pudhu Vaazhvu Project is also makes the poorest to get profession and earnings for starting business with skill training. Pudhu Vaazhvu Project is the only project funded entirely by the World Bank for the renaissance of the rural women livelihood of targeted groups.

**Keywords:** Rural Women, Pudhu Vaazhvu, Livelihood.

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### Introduction

India is one of the developing countries which have to adopt the methodological and technological resources making the developed countries as on today. Our nation is an agriculture based land and the people, for many centuries depend upon the agriculture oriented profession. After Independence, the thoughts for the development of our people forced our National leaders to make the India equal to the developed countries planning several development programmes for the upliftment of livelihood of the people, economically, socially, and industrially. Both the State and Central Government implemented numerous schemes for the economic development of the people. The Father of our Nation Mahatma Gandhiji believed that the soul of the Nation is in villages. Pandit Jawaharlal Nehru insisted the development and standard of life of the people starts from the development of women in our Country. Numerous Great men and experts opined that the eradication of poverty based on proper education to women is both in Rural and Urban areas irrespective of gender.

It is very clear that the concept of development of villages and equality to women in all spheres of life is the basis for all the development schemes. On the basis of this concept, the 'Pudhu Vaazhvu Project', an innovative scheme is being implemented in India, with the Funding assistance of the World Bank with a specific goal of improving the livelihood of women, vulture and poorest families, physically challenged, mentally suffered, chronically ill, Tribal people in the villages of our country, by creating employment opportunities, marketing skills, and communication skill. This scheme is completely designed for the poorest women sectors in the villages, apart from the poorest families, physically-disabled, chronically ill-affected and tribal completely by the World Bank, specifically in concentrating to the above targeted groups not at all benefitted by any schemes.

The PVP is implementing in Madurai District from the year 2011, covering four blocks like Vadipatti, T.Kallupatti, Kallikudi and Sedapatti, under the Administrative control of the District Collector with skilled administrative staff. The State and Central Government implemented several schemes like Integrated Rural Development Programme (IRDP), Development of Women and Children in Rural Area (DWACRA), Training Rural Youth for Self Employment

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(TRYSEM), Prime Minister Grama Swaraj Yojana (PMGSY), Indra Awas Yozana (IAY), Tamil Nadu State Rural Livelihood Mission (TNSRLM), and National Rural Livelihood Mission (NRLM) throughout the Nations with adequate allocation of Funds. NGO in 1985, based on the Recommendations of the G.V.K. Rao Committee observed that the tools of Non-Governmental organizations, felt necessary for the successful implementations of the rural schemes as mediator between the Government Officials and rural poorest people with Information Education Communication (IEC) methods. The SHGs also play an important role in the upliftment of livelihood by getting funds from governments, are formed by the rural people, administered by the members and planned by the same members of the SHG and finally get beneficiaries creating small business to big entrepreneurs for the members like a small basic unit of a democracy. The United Nations in its various declarations has made it abundantly that men and women should be given equalities in all fields. It became the global concept.

### Entrepreneur

Someone who exercise initiative by organizing a venture to take benefit of an opportunity and as the decision maker, decides what, how, and how much of a good or service will be produced. An Entrepreneur supplies risk capital as a risk taker and monitors and controls the business activities. The entrepreneur is usually a sole proprietor, a partner, or the one who owns the majority of shares in an incorporated venture.

### Entrepreneurship

The capacity of willingness to develop, organize and manage a business venture along with any of its risks in order to make profit. The most obvious example of entrepreneurship is the starting of new business. Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace.

### Women Entrepreneurs

Women entrepreneurs may be defined as the women or group of women who initiate and run a business enterprise.

### Self Help Groups

Self Help Groups are groups formed by people who meet regularly to discuss issues of interest to them and to look at solution of commonly experienced problems. They may or may not be involved in any government or NGO programme. SHG can be a very powerful way to bring about change and to achieve target aimed at improving conditions within a local area and improving the lives of the members of the society.

### Formation of PVP

The pudhu vaazhvu project is a special scheme, entirely funded by the World Bank for the economically upliftment of the targeted group of rural women, physically challenged, mentally retarded and chronic diseases suffering sectors which are not at all benefitted by any scheme is that there are no agencies or mediators between the targeted group and the implemented team. This PVP is started from the year 2005 as a first phase in Tamil Nadu with allocation of fund of Rs.717 crores, covering 70 Blocks in 16 Districts, and subsequently extended in 2011 on a second phase with allocation of fund of Rs.950 crores covering 50 blocks in 10 district.

### PVP in Madurai District

The total number of blocks in Madurai District is 13 namely, Melur, Kottampatti, Alanganallur, Vadipatti, Madurai East, Madurai West, Sedapatti, Tirumangalam, Kallikudi, T.Kallupatti, Usilampatti, Chellampatti and Thiruparankundram. Out of these 13 blocks, PVP has been implemented only in 4 Blocks namely Kallikudi, T.Kallupatti, Sedapatti and vadipatti.

### District Profile

Registered under Tamil Nadu Societies Act 1975

Date of Registration : 06.07.2011

Registration No : 112/2011

Date of beginning of project : 01.06.2011

**Table I.** Project Blocks and Target House Hold Details

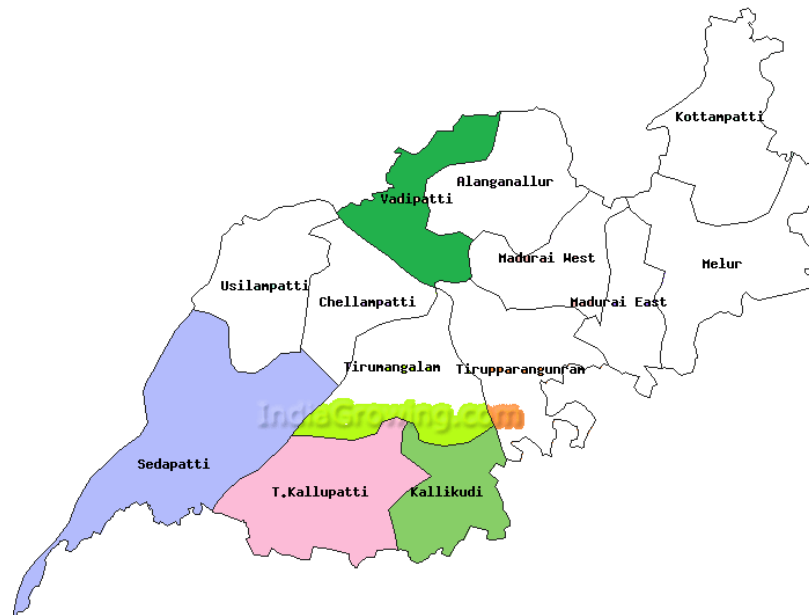
S.No	Name of the Blocks	Total Villages	Total population	Total Target HHs	Differently abled	Vulnerable
1.	Kallikudi (I Phase)	36	69976	5952	996	1055
2.	T.Kallupatti (I Phase)	42	72230	6344	1017	984
3.	Sedapatti (II Phase)	31	107891	9156	1209	1294
4.	Vadipatti (II Phase)	23	82853	6543	948	1304
	<b>Total</b>	132	332950	27995	4170	4637

Source of Information: Profile of PVP, December 2015

It is inferred from the table 1, that the Kallikudi block (IPhase) has maximum population of 69,976 which includes 5,952 household, 996-differently abled, 1055-vulnerable. In T.Kallupatti block (IPhase) has maximum population of 72,230 which includes 6344 houlsehole, 1017-differently abled, 984-vulnerable, in Sedapatti (II

Phase) block has maximum population of 107891 which includes 9156 household, 1209-differently abled, 1294-vulnerable, in Vadipatti (IIphase) block has maximum population of 3,32,950 which includes 27995 household, 4170-differently abled, 4637-vulnerable.

### Madurai District Blocks



### Method of Administrative Execution

Under the chairmanship of the district collector the PVP is implemented with relevant subordinate staffs.

### Vision and Mission of the Scheme

The fundamental object of vision and mission of PVP is developing the targeted groups towards renewal of livelihood, Taking decision and implementing by assembling all, transparenting in all our action,. Giving priority to women, assisting for enriching poor and vulnerable, extending assistance to Differently abled and chronically suffered and Utilizing our village Fund with must honestly.

### Target Group of this Project

The PVP is targeted the following people: Poorest Families, Differently abled, Vulnerable poor, Economically most downtrodden families, Tribal women, Chronically illd persons/HIV, Mentally Retorted Person, Transgender.

### Fund Details of Pudhu Vaazhvu Project

The following are the details of the funds involved under “Pudhu Vaazhvu Thittam”: Inauguration Fund for panchayat, Village Poverty Eradication Fund,

Livelihood Fund and Village Incentive Fund.

### Training given by Pudhu Vaazhvu Project

On the basis of the needs of the people the training given them, **Driving, Tailoring, Nursing, Computer knowledge and** arranging for adequate employment opportunities for the trained and skilled targeted people.

### Conclusion

The State Rural Livelihood Missions and National Rural Livelihood Mission schemes are all funded by both the State and Central Government and being implemented in rural parts of India till date. But the only scheme,” Pudhu Vaazhvu Project” is totally funded by the World Bank for the eradication of poverty in the downtrodden and poorest families which did not get any benefit through any schemes so far. The Pudhu Vaazhvu Project is also makes the poorest to get profession and earnings for starting business with skill training. Pudhu Vaazhvu Project is the only project funded entirely by the World Bank for the renaissance of the rural women livelihood of targeted groups.

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