

**Project Proposal**  
Submitted to  
**ASHA-UIUC**

**Kalyan Sangha**

February 22, 2004

## I. Organization Profile

- **Name/Address of the Organization:**  
Kalyan Sangha,  
Phone: +91-3224-286673,  
Vill: Deulpota,  
P.O.: Barbasudevpur,  
Dist: Purba Medinipur,  
West Bengal, India – 721645.
- **Date of Establishment:** October 2, 1956.
- **Registration Number:** S/53467 (1986-87).
- **FCRA (1976):**
  - **Registration Number:** 147040502
  - **Bank Account:** CD-2013, United Bank of India,  
Sutahata Br., Purba Medinipur.
- **Contact Person at Kalyan Sangha:**  
Anubrata Jana, +91-3224-286259 (home).
- **Number of Volunteers:**
  - **Decision Making:** 6
  - **Non-decision Making:** 27
  - **Members:** 70
- **Affiliation/Collaboration:**  
Ramakrishna Mission Lokasiksha Parishad (RKMLP), Narendrapur  
District Council of Child Welfare, Midnapur  
Indian Medical Association (IMA)  
UNICEF  
Indian Red-Cross Society
- **Contact Person at ASHA-UIUC:**  
Soumya Jana, 217-721-3970 (cell).
- **History/Goal/Activities:**

Kalyan Sangha (KS) is a voluntary organization established soon after independence. Since its inception, it has been serving the rural poor. It obtained a renewed focus in the early 1990's, when collaboration with RKMLP began.

The goal of KS is well-rounded development of rural poor in Deulpota *anchal*. KS is well-entrenched into activities related to health, hygiene, family planning and education. KS is also in the process of spreading awareness about economic planning and building an infrastructure for creating wealth for the poor.

In this proposal, we give a glimpse of all our activities. Section II describes our health/hygiene related work. In this context, we ask for ASHA's direction in identifying funding sources for one of our future projects (homeopathic dispensary). Section III gives an account of our educational programs. We also present detailed cost calculations and make funding requests to ASHA for specific projects. These requests are summarized in Section IV. Section V concludes the proposal and provides pointers to our thinking process and future steps towards our driving motto: economic empowerment through

development and management of rural resources.

## II. Health/Hygiene-Related Projects

The attention of KS is primarily directed at making rural environment hygienic, immunizing children, improving female (mothers') health, family planning, fighting water-borne diseases (during rainy season) and bringing the poor populace under the ambit of a practical and functioning healthcare system.

- **Rural Sanitation (completed)**

Until recently, one major obstacle to improving hygiene in this area was lack of proper sanitation. When RKMLP looked for collaborators in providing low-cost latrines to rural families (1998), a number of voluntary organizations signed up to bring this technology to each family (totaling 16,019) in the *Haldia* block. This target was eventually reached in 2003. Now, each village actually displays banners claiming '*Nobody defecates in the open in our village.*'

On its part, KS installed very low cost and low cost latrines in approximately **80 villages** (with a combined population of **25,000**). The details appear in the following.

Year	Very Low Cost	Rs. 365 Per Unit	Low Cost	Rs. 4075 Per unit	Total Cost
'98-'99	200	73,000	50	2,03,750	2,76,750
'99-'00	300	1,09,500	70	2,85,250	3,94,750
'00-'01	400	1,46,000	100	4,07,500	5,53,500
'01-'02	450	1,64,250	100	4,07,500	5,71,750
'02-'03	450	1,64,250	100	4,07,500	5,71,750
<b>Overall</b>	1800	6,57,000	420	17,11,500	23,68,500

The unit-costs were determined by RKMLP. Each of around 85% families (of 1800) living *below poverty level (BPL)* enjoyed a subsidy of Rs. 200 per unit from the Govt. of India (through local *Gram Panchayets*).

- **Smokeless Oven (completed)**

In order to promote female health, KS took initiative in bringing (with the help of RKMLP and UNICEF) cleaner cooking options like *bio-gas* and *solar-powered cookers* to the rural populace. Although the above two solutions enjoyed limited success, one innovation by RKMLP, the smokeless oven, caught popular imagination. The implementation record by KS appears in the following.

Year	Ovens	Rs. 100 Per Unit
'98-'99	100	10,000

'99-'00	200	20,000
'00-'01	250	25,000
'01-'02	300	30,000
<b>Overall</b>	<b>850</b>	<b>85,000</b>

Unit cost was determined by RKMLP reflecting government subsidy on pipes. Although the demand for subsidized smokeless ovens still remains high, this popular project abruptly ended in 2002 when a technical flaw was detected in the design. The upgraded ovens do not come with any subsidy and are currently beyond the reach of the poor.

- **Health Services (ongoing)**

*a. Immunization:* In collaboration with IMA and Govt.-run primary health center (PHC), every year KS administers

- Triple antigen (D.P.T.) vaccine to 200 children,
- Oral polio vaccine to 70 children, and
- Measles vaccine to 125 children.

*b. Family planning:* Year-round campaign to spread awareness for birth-rate control is organized with the help of IMA and PHC. In the year '02-'03, around 50 women were intimately involved in this program.

*c. Combating water-borne diseases:* During rainy seasons, water-borne diseases often become endemic in rural Bengal. To counter resulting dehydration, KS arranges distribution of low-cost *oral rehydration solution* through trained staff (with the help of RKMLP and UNICEF).

- **Homeopathic Dispensaries (planned) [seeking suggestion for funding source]**

Rural people do not often see a doctor because of the prohibitive cost of allopathic medicine (PHC's almost never seem to stock prescription drugs). KS plans to arrange for low-cost homeopathic treatment which is often adequate (and sometimes better suited) for common ailments. Specifically, KS proposes to run five dispensaries to bring thousands of poor people into the ambit of healthcare. The cost structure per dispensary is given below.

Setup cost (furnitures etc.)	Rs. 3,000 (one time)
Honorarium of Doctor	Rs. 500 pm
Honorarium of Asst.	Rs. 200 pm
Medicine	Rs. 300 pm
	<hr/>
	Rs. 1000 pm    =>    Rs. 12,000 per annum

For five centers, the setup cost is Rs. 15,000 and the recurring cost is Rs. 60,000 yearly. KS aims at eventual self-sustenance and intends to recover the recurring

cost from the patients in future. In the meantime, KS seeks direction in raising the start-up fund and running cost in the initial stages.

### III. Ongoing Educational Projects: Seeking Contribution from ASHA

Through its educational projects KS targets four vulnerable groups in impoverished areas:

**a)** children in the age group 3-5 years (*early childhood education and creche*),

[Looking after small children is often a burden on poor parents and affects the amount of money they can make. This loss of income, in turn, propels kids (staying home) to child labor at a later stage.]

**b)** children in the age group 5-10 years (*primary education*),

[Govt.-run primary schools are few and far apart. As a result, rural families often keep their children (especially, girls) of this age home to help parents with odd jobs (and for girls, to look after younger kids). A child often starts working for a pittance soon.]

**c)** women/mothers with no special skills (*vocational training*),

[A large number of village women do not have any special skills and work odd jobs or as low-paid maid servants (Rs. 300 a month). With very little training, they can generate reasonable wealth in rural economy.]

**d)** illiterate adults (*adult education*).

- **Shishu Shikshayatan, Deulpota: Early Childhood Education (3-5 years)**

Since 1990, an early childhood education (ECE) program is in operation where RKMLP provided training and some financial assistance. The target group comprises of children (**aged 3-5 years**) from poor families. This program instills the habit of school-going in very young kids, which later helps potential child laborers stay in school. Currently there is one ECE center enrolling **30 children** (equal number of boys and girls). Although the existing center is under financial strain, there is huge pressure from local parents to open another center with similar capacity. The financial requirement for the present center is given below. The last column shows the fund we request from ASHA.

Item	Yearly Expense	RKMLP	ASHA
<b><i>Honoraria</i></b>			
1 teacher @ 750 pm	9,000	@ 575 pm	
1 helper @ 500 pm	6,000		
Total: @1250 pm	15,000	6,900 (recurring)	8,100 (recurring)
<b><i>Breakfast for kids</i></b>			

@ 1.5 daily per kid (30 kids, 26 days/month) => @ 1170 pm	14,040		14,040 (recurring)
<b>Books</b> @ 30 per kid	900 (one time)		900 (one time)
<b>Other study materials</b>	600 (one time)		600 (one time)
<b>Toys</b>	1500 (one time)		1500 (one time)
<b>Replacement of damaged books and toys</b>	500 (except the first year)		500 (recurring except first year)
<b>Organizing sports events</b>	500		500 (recurring)
<b>Total</b>	32,540 (first year)	6900 (recurring)	25,640 (first year)
	30,040 (recurring)		23,140 (recurring)

- **Vivekanada Creche Center, Unit 1-5 (3-5 years)**

The crèche program, sponsored by *National Creche Foundation (NCF)*, is very similar to the ECE program, and generates similar benefits. However, the minor difference appears in that crèche centers give preference to children whose parents are extremely poor and (both) work away from home. Specifically, creche centers keep longer hours. The five centers are located at the villages of *Deulpota* (Units 1 and 2), *Kalikakundu* (Unit 3), *Dhamaitnagar* (Unit 4) and *Bhangagara* (Unit 5), and enroll 140 children (**75 boys and 65 girls altogether, of them 6 boys and 7 girls belong to the scheduled castes**).

Item	Yearly Expense	NCF	ASHA
<b>Honororia</b> @ 750 pm per teacher (2 teachers/center) Total: @ 7500 pm	90,000	@ 800 pm per center (x5)  48,000	42,000
<b>Breakfast for kids</b> @ 1.5 daily per kid (140 kids, 26 days/month) => @ 5460 pm	65,520	@ 615 pm per center (x5)  36,900	28,620

<b>Setup Cost</b> <i>Furnitures/durables</i> @ 3000 per center (x5) => 15,000  <i>Books</i> @ 30 per kid (140 kids) => 4,200  <i>Other study materials</i> @ 600 per center (x5) => 3,000  <i>Toys</i> @ 1,500 per center (x5) =>7,500			
<i>Total</i>  <b>Replacement of damaged books and toys</b> @ 500 per center (x5)  <b>Organizing sports events</b> @ 500 per center (x5)  <b>Medicine etc.</b> @ 125 pm per center (x5) => @ 625 pm	29,700 (one time)  2,500 (except first year)  2,500  7,500	@ 4000 per center (x5)  20,000        7,500	9,700 (one time)  2,500 (except first year)  2,500  
<b>Total</b>	1,87,720 (first year)	1,12,400 (first year)	75,320 (first year)
	1,60,520 (recurring)	92,400 (recurring)	68,120 (recurring)

- **Bapuji Backward School, Dalimbachak (Primary education: 5-10 years)**

The village of *Dalimbachak* is a community of extremely low wage earners. Govt.-run primary schools are located far from many families, and dropping out of schools (especially in girl children) often produces short-term economic benefits. In this backdrop, Bapuji Backward School provides an ideal alternative to many, which is located close-by, has smaller class sizes (**55** kids in two **preprimary** sections and **25** kids in **each of grade I-IV**: totaling **155**), and

serves the most disadvantaged section of society (almost **three fourth** of the kids belong to the **scheduled castes**). More than half (**80**) of the kids are **girls**. The school has **four** dedicated **teachers** and follows the curriculum approved by the **West Bengal Board of Education**. There is no other source of funding for this needy unit, and ASHA's help is being sought.

Item	Yearly Expense	One Time Expense
<b><i>Honororia</i></b> @ 1000 pm per teacher (x4) => @ 4000 pm	48,000	
<b><i>Books</i></b> (preprimary) @ 30 per kid (x55)		1,650
(primary) @ 40 per kid (x100)	4,000	
<b><i>Other Teaching materials</i></b> (preprimary) @ 600 per section (x2)		1,200
(primary) @ 1000 per class (x4)		4,000
<b><i>Replacement costs</i></b>	1500 (except the first year)	
<b><i>Organizing sports events</i></b>	2000	
<b><i>Total</i></b>	54,000 (first year)	6,850
	55,500 (recurring)	



In aggregate, we request ASHA for **Rs. 60,850** ( 54,000 + 6,850) for the **first year** and **Rs. 55,500** for **subsequent years** for running this school.

The present school building is a mud building with six class rooms. We have access to free land and plan to build a low-cost 900 sq. ft brick building. Here's an estimate for laying the foundation.

Item	Expense
<i>Sand:</i> @10/cft. x 400	4,000
<i>Cement:</i> @ 175/bag x 40	7,000
<i>Brick:</i> @ 2.4/brick x 10,000	24,000
<i>Labour:</i>	5,000
<i>Total:</i>	40,000

In other words, in the first phase of building a permanent structure, we request **Rs. 40,000**. Building **brick walls** and **roofing** using low-cost tiles, respectively, cost around **Rs. 60,000** and **Rs. 10,000 (total Rs. 70,000)**. Detailed cost calculations for later phases will be submitted later.

- **Vocational training program, Deulpota**

Last year, KS started a vocational training program to initiate unskilled women into sewing and needlework. It arranged for a teacher and bought two sewing machines from its own resources. However, the program ran into logistic difficulty. Within the next three years, KS aims at training around **150 women** and expects to help each earn at least **Rs. 1000 a month** (provided a suitable marketing mechanism is identified). This program is a potential revenue earner for KS and promises to bear a significant portion of the expenses on educational programs. Currently, we propose to run two half yearly sessions using **12 sewing machines**, each training 30 unskilled women (**60 women/year**). The requirement for funds is estimated below.

Item	Yearly Expense	One Time Expense
<i>Honororia</i> 1 teacher @ 600 pm	7,200	
<i>Sewing machines</i> @ 2,500 per m/c (x10)		25,000

We propose to recover the yearly running costs from the trainees. We only ask for a one time fund worth **Rs. 25,000** for buying the sewing machines.

- **Adult education program, Deulpota**

KS administers an adult education program developed by RKMLP (subject to the availability of funds). One cycle of the program runs for four months and educates 20 illiterate adults, potentially making **60 adults** literate **every year**. The cost analysis provided by RKMLP is given below, which we adopt as our guideline. We request the whole amount from ASHA. So far, in spite of uncertainty in funding, KS has already **educated 380 adults** in the *Deulpota anchal*.

Item	Yearly Expense	One Time Expense
<b>Honoraria</b> 1 teacher @ 800 pm	9,600	1,000
<b>Books</b> @ 30 per adult (x20)	600	
<b>Other study materials</b>		
<b>Refreshment @ 125 pm</b>	1,600	
<b>Electricity/Utility</b>	8,00	
<b>Contingency @ 100 pm</b>	1,200	
<b>Total</b>	14,800 (first year)  13,800 (recurring)	1,000

#### IV. Summary of Funds Requested from ASHA

Project	Expense	Other Source	ASHA (year I)	ASHA (year II)
<b>Shishu Shikshayatan</b> (partially sponsored By RKMLP)	32,540 (year I) 30,040 (year II)	6,900 6,900	25,640	23,140
<b>Vivekananda Creche Center, Unit 1-5</b>				

(partially sponsored By NCF)	1,87,720 (year I) 1,60,520 (year II)	1,12,400 92,400	75,320	68,120
<b>Bapuji Backward School</b> (Academic cost)	60,850 (year I) 55,500 (year II)		60,850	55,500
(Building cost)	40,000 (year I) 70,000 (year II) (?)		40,000	70,000 (?)
<b>Adult education</b>	14,800 (year I) 13,800 (year II)		14,800	13,800
<b>Vocational Training</b> (running cost to be recovered from trainees)	32,200 (year I) 7,200 (year II)	7,200 7,200	25,000	
<b>Total</b>	3,68,110 (year I) 3,37,060 (year II)	1,26,500 1,06,500	2,41,610	2,30,560

We are working on several projects simultaneously. The above is an assessment of our overall funding requirement. It for some reason, all the projects can not be funded, please consider a subset of projects for funding. We propose that the ECE, crèche and vocational training program be given priority. For these programs, the curtailed funding requirement is **Rs. 1,25,960 for year I** and **Rs. 91,260 for year II**.

## V. Plans for the Future

Apart from health and educational projects, we are planning an ambitious housing drive to build **low-cost houses (Rs. 15,000 each)** for poor families. It would of great help if ASHA can advice on modalities of implementation and/or direct us to potential funding agencies.

Towards the broad objective of empowerment of rural poor, KS has begun a campaign emphasizing integrated land and water resource development. At this stage, we regularly arrange training in **rice and vegetable farming, horticulture and fish culture** for farmers (in collaboration with RKMLP). Moreover, taking a cue from other successful ventures, KS already loans small amounts to a few poor businesses (from its own funds) on an experimental basis. Our aim is to scale up our **micro-credit** network and tie it up with the proposed **vocational training and rural resource development** programs in future. In this process, we hope to **empower** a large section of disadvantaged population and, using part of the return, **sustain** some of our **health/educational activities**.

At this time, however, we mostly depend on external funds to carry out our work,

and in this proposal, request ASHA's funding for our educational projects for the next two years. Please contact us for clarification and more information. We thank you for considering our proposal.

**Anubrata Jana (Gen. Secy., Kalyan Sangha)**