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Popular Article

MODEL VILLAGE AS AN EFFECTIVE OUTREACH STRATEGY FOR SUSTAINABLE DEVELOPMENT

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Abstract

Model village is a village with improved livelihoods of people through integrated interventions. Improving livelihood means making a positive change in the household status socially, economically, psychologically and physically. The objective of developing a model village is to improve the quality of life of the rural masses of all gender categories socially, economically, physically, culturally and psychologically. A Model Village is also a village which is Energy surplus, has abundant water, and has a community reserve forest, where every household has a livelihood source and where the residents are healthy & educated. It can function as tiny, equitable, sustainable, and self-sufficient communities. The progress of the project can be seen through the four steps like Community mobilization, Capacity building training, Baseline survey, Enhanced convergence.

Key words- Model village, sustainable development, Inclusive growth

What is a Model Village?

It is a village with improved livelihoods of people through integrated interventions. Improving livelihood means making a positive change in the household

status socially, economically, psychologically and physically. The village is committed to working together with various organizations and institutions, has well defined development structures and is receptive to harmonized integrated development interventions for improving the rural livelihoods. The ideal village model is based on multidimensional aspects including water issues, agriculture issues, gender issues, health issues etc. A Model Village is also a village which is Energy surplus, has abundant water, and has a community reserve forest, where every household has a livelihood source and where the residents are healthy & educated.

The rural livelihoods assets for village development include:

Physical resources – Which includes manmade assets like schools, roads markets and hospitals/health centers.

Financial Resources – These are monetary and investments assets like land and livestock

Social resources – These are grouping of people in their related functional organizations within formal and informal settings. Examples of formal settings include various sector work places such as



the district assembly and project offices. Informal settings include household, clan and village development committees.

Why A Model Village?

The objective of developing a model village is to improve the quality of life of the rural masses of all gender categories socially, economically, physically, culturally and psychologically. What is the idea of model village?

What is the Model village Approach?

It is an approach which uses participatory extension methods to develop integrated and multi-sectoral interventions with partnerships. The approach also ensures inclusion and participation of various gender categories in the identification, planning and implementation of various development programmes and projects.

Overall Objectives of the Model Village

It is to transform rural villages by empowering them to respond to their needs by maximizing their ability and assets to improve their livelihoods. These needs relate to food and nutrition, health, social and physical infrastructure, access and control of resources and benefits by the various gender categories. The point is that a model village cannot be complete in all spheres of development one might wish to see on the ground. We need a proper sense of perspective delimiting our framework, although rural problems are not discipline-restricted. As researchers, we need to delimit and have a boundary (Ramesh R., 2019).

Specific Objectives of the Model Village

The specific objectives of a model village are to:

- Empower communities/villages to be responsible for their development destiny

- Improve the social economic status of the households by gender categories
- Improve accessibility to quality social economic and physical infrastructure and assets
- Improve people's capacity in production and marketing-related activities
- Improve natural resources management for sustainable development
- What are the basic necessities of a model village?
- Quality education, good health, employment, taps water and sanitation, nutritious food, social security, irrigation, agro-market and industries, library, internet facilities should be provided to the rural population

What makes a successful village?

Organization - Successful villages often have organizations that help to coordinate activities and maintain the public-private partnership that is critical for the long-term success of the Village. Model Villages can function as tiny, equitable, sustainable, and self-sufficient communities. One village has the power to motivate other villages, and if developments efforts are made in this manner encompass all of rural India, India will be able to lead the world in inclusive development. In addition to providing food and nutrition security through scientific farming, other achievements that can be made towards attaining inclusive development and an Atmanirbhar Bharat include sustainable ecological balance, increased income and equitable distribution, modern infrastructure, social harmony, and brotherhood (Bhattacharya et al.,2014)



How to sustain model villages

For sustainable model villages, mechanisms for achieving sustainability need to be implemented in all phases of model village establishment. The mechanisms are as follows:

- Monitor quality participation of all gender categories in village development programmes and projects.
- Capacity development for villages to organize and manage themselves in order to establish and maintain development interventions e.g. seed/inputs, micro-finance and food banks and community revolving fund
- Communities to be linked to services such as health. Voluntary counseling and testing, micro financing.
- Promote community-based organizations of different disciplines.
- Model village to operate within the existing decentralized structures. The model village main committees and subcommittees have to be elected by the village.
- Participatory monitoring and evaluation of village programmes and project activities through joint review meetings, joint supervision, formal reports from village and feedback on the reports.

Activities

- 1- Inception Workshop
- 2- Integrated Farming System
- 3- Custom Hiring Centre
- 4- FPO
- 5- Protective Cultivation (Green shed Net)
- 6- Community Sale Centre
- 7- Nutrition Garden

How do you make a self-sufficient village?

Gandhi believed that for self-sufficient villages to be a reality it was important that the local handicraft and expertise be given prominence so as to create a demand base for the local talent as also continuity of the traditional based production methods and systems. The basic proposition is achieving an increased income and better human resources through economic connectivity for rural people out of physical connectivity, electronic connectivity and knowledge connectivity (Singh, 2011).

Conclusion

Model village Approach aims at empowering communities to take control of their destiny. The outcome of using the approach is total transformation of the villages socially, economically and culturally. It helps to ensure that service providers respond to demands and needs of rural communities in an integrated, complementary and phased manner for sustainable impact.

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