

Case Study



Women Literacy
Programme Layered with
Dairy Producer Group

Start The Ball Rolling

TATA TRUSTS





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This publication is prepared by Gram Vikas Sewa Sansthan under project Women Literacy Program layered with Dairy producer group

About



In 1976 Late Dr. Vijay Prakesh and some social reformers, inspired by Gandhian ideology, formed a group named SEWA with a single motto to improve the social and economical condition of poor and marginalized section of society; formally got registered in 1978 and named Gram Vikas Sewa Sansthan. The organization started its journey by organizing village level meetings with the representation of every section of society in it.

We educate & mobilize women, poor, marginalized, and weaker sections into sustainable groups, build their capacities, train, and motivate them to take actions so that they could achieve their holistic development. Gram Vikas Sewa Sansthan envisions itself as a medium for building a connected society that succeeds in congruity with its environment. In its journey of more than four decades organization has learnt that building ownership among communities and equipping them with appropriate skills and tools strengthens the community to devise solutions for their issues and take actions for their own growth and development. So far GVSS has successfully implemented programs on issues related to Education, Health, Hygiene, Nutrition, Livelihood and environmental awareness etc. for the marginalized and deprived section of society. GVSS has more than a decade experience in implementation of women literacy programs and made 3700 plus women literate and empowered.

This document is prepared to show the brief journey of TATA Trust's supported Women Literacy Program layered with Dairy Producer Group. The document is having 3 major sections including background, activities conducted, qualitative and quantitative impacts of the program.



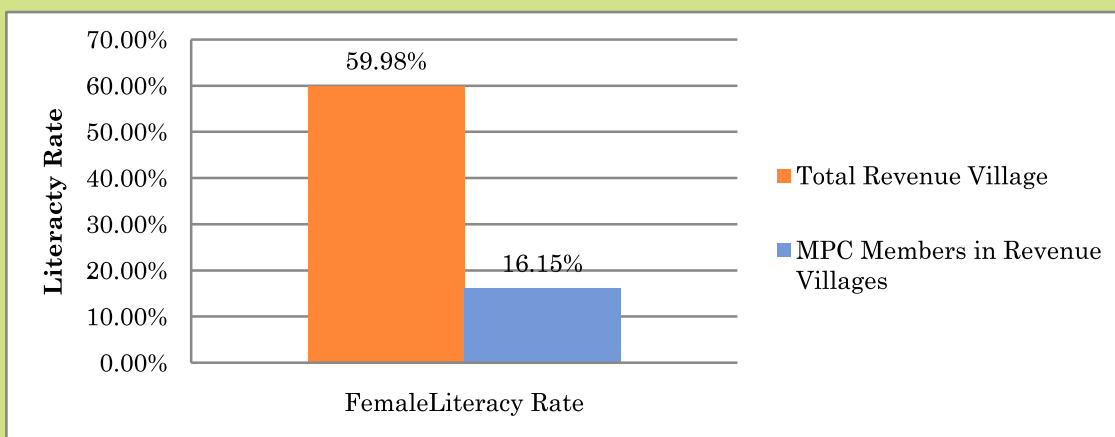
Pratapgarh is a district of Uttar Pradesh situated in eastern part of state. 94.54 % of district population belongs to rural areas. In the rural area sex ratio is 1002 female per 1000 male and child sex ratio is 917 girls per 1000 boys. In 2006 Ministry of Panchayati Raj named Pratapgarh one of the country's most 250 backward districts (out of total 640). In the rural area non working population is 68.13% and 53.44% working population engaged in marginalized work. The district HDI rank is 61 out of 72 district of Uttar Pradesh. In the area male literacy is 69.54% and female literacy is 57.65% (Census 2011).

Tata Trust started Shwet Dhara Mahila Milk Producer Company in Pratapgarh district of U.P. All members of the company are women. Total 3961 milk producer women are associated with the company as shareholders. Company established 97 milk poling points in 97 revenue villages of Pratapgarh covering Mangraura, Bilkharnath and Patti Blocks of District. The literacy rate of milk producer company revenue villages is 59.95% (Census 2011). In comparison to it the literacy rate of women member of MPC is 16.15%, which is comparatively extremely low.

Background

Overall literacy status of MPC's Revenue villages is highlights;

Particular	Number /Percent
No. of MPPs	97
Revenue Village covered by MPPs	97
Population of MPC revenue Villages	175692
Female Population	89052
No. of Members of MPPs (F)	3961
Literacy status of MPP members	16.15



Literacy is most important Indicator for Human Development and contributes to development and growth of any region. Being deprived of literacy women have to face challenges in their daily life work to institutions based works. They always require support of others for solving literacy related problems and some time they are cheated or misguided which is an important concern. It was also the basic requirement for the milk producers to be functionally literate for Dairy related works to overcome challenges coming in their day to day life related to calculation, measurement, reading, writing, bank work, understanding of digital equipment etc.

To address the issue, 30 WLCs started in 3 Block (Mangraura, Patti & Baba Bilkharnath) of Pratapgarh to make 1800 illiterate milk producer women functionally and digitally literate. WLCs were started in July 2018 and 900 women enrolled. The 1st phase was ended in January 2020.

¹Human development a district level analysis by Nagendra Maurya and others, Social science Spectrum, Vol-1, No.-4, 4 Dec 2015 presented in 18th annual conference of Indian political Economy Association held at GIDS, Lucknow.



Major Activities



Community Connect

86 Community connect meetings were organized for building proper awareness of community members about literacy center, its work and MPC related information.

WLCs Functioning

30 WLCs were functioning in the revenue villages where MPP's are available. Milk Producers illiterate women and potential milk producers got the opportunity to become literate at WLCs.





Day Camp

3 Day camps were organized for enhancing leadership capabilities and building digital literacy capacity of **120 learners**.



Exposure visits of learners

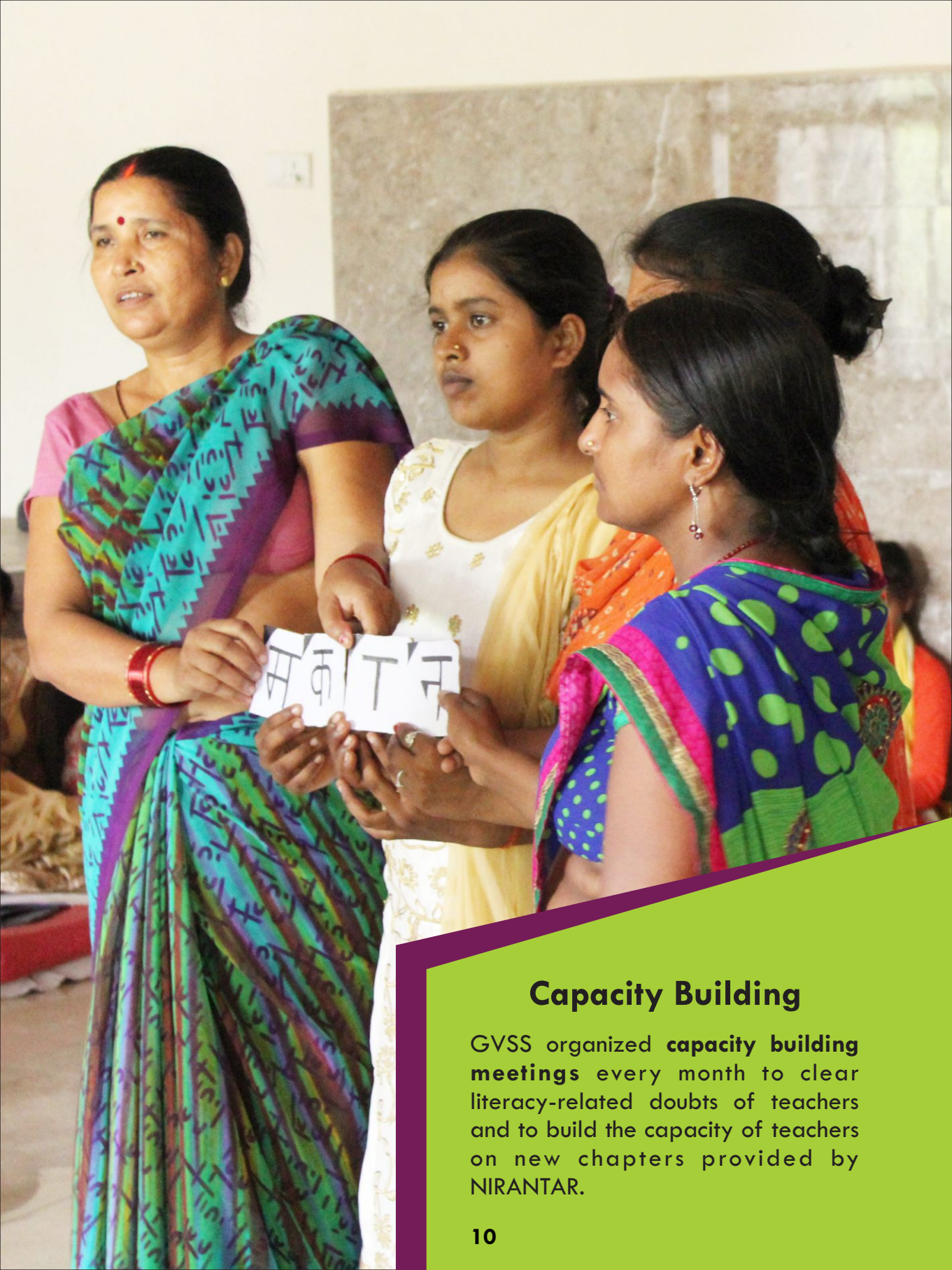
Exposure visits were organized for 900 learners to ensure the reach of learners at public institutions like Block, Bank, ATM and Community Health Center and ICDS office etc. This helped in building confidence in learners & also provided them with useful information.



Teacher's Training

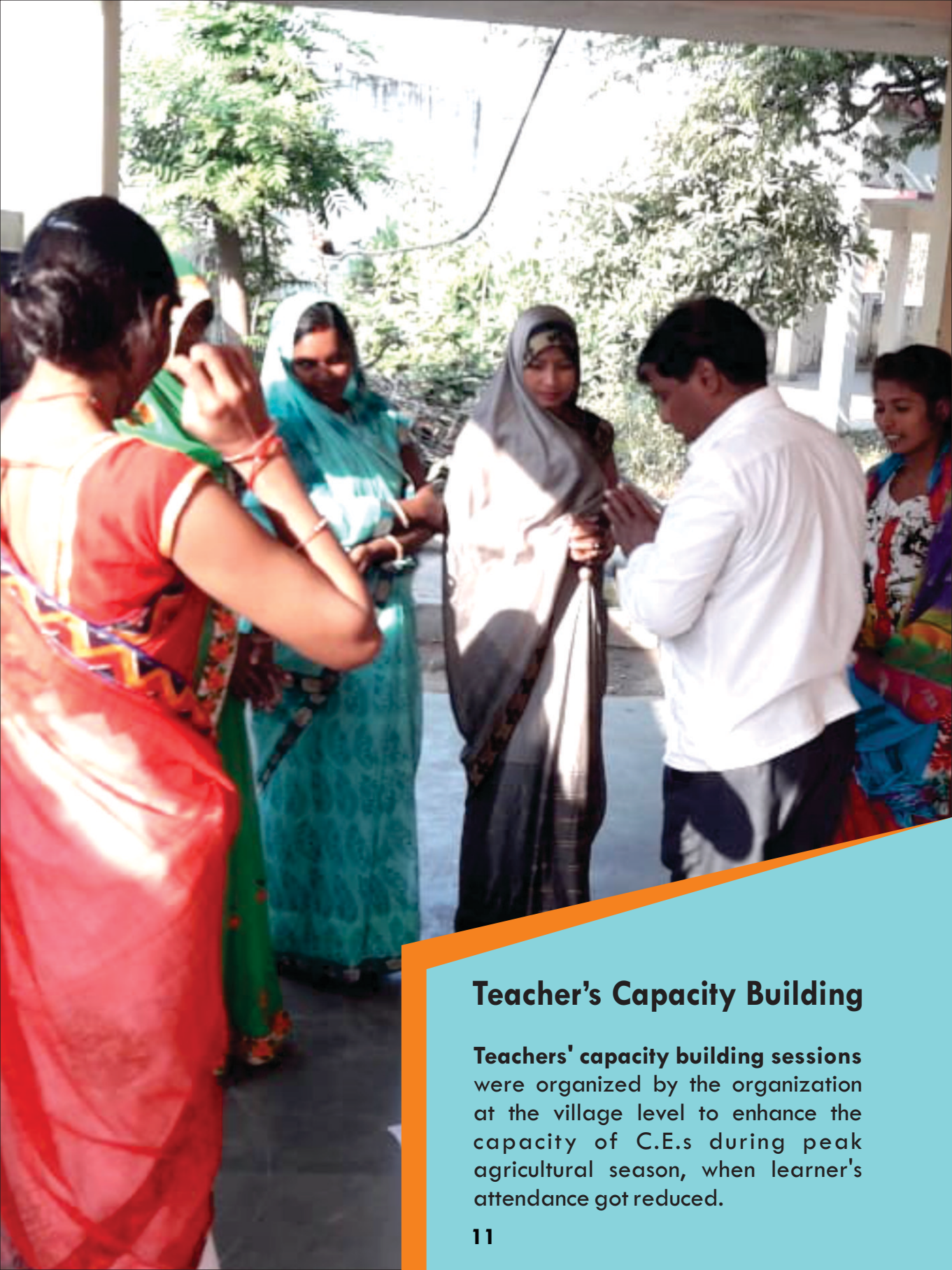
Nirantar, Delhi had provided resource/technical support to the project. GVSS used the curriculum provided by NIRANTAR for teaching and learning.

Teachers' training was given by NIRANTAR's resource persons at the project location.



Capacity Building

GVSS organized **capacity building meetings** every month to clear literacy-related doubts of teachers and to build the capacity of teachers on new chapters provided by NIRANTAR.



Teacher's Capacity Building

Teachers' capacity building sessions were organized by the organization at the village level to enhance the capacity of C.E.s during peak agricultural season, when learner's attendance got reduced.



Inter-Exposures

Inter-Exposures were organized to build the capacity of the teacher on classroom decoration, teaching methods, how to engage learners during class and record keeping etc.



Statistics

At WLCs, 1st Part of baseline study was done in August 2018, Digital Baseline was done in March 2019 and Endline was done in January 2020. The Data of Endline, when compared with the baseline, shows the impact of the program. In the document, **we highlighted some major impacts of WL Program.**

Major Quantitative Indicators came from Baseline Vs Endline study are shown in the table below-

S. No.	Indicator	Achievement
1	Competency of Language	Till the end of 1 st Phase, 38.15% of the learners achieved higher competency 37.94% medium, 23.02% achieved lower competency.
2	Competency of Numeracy	Till the end of 1 st Phase, 39.82% of the learners achieved higher competency 49.18% medium, 10% achieved lower competency.
3	Empowerment	In the last one year learner's reach to bank increased from 62.33% to 98.10%
		In the last one year learner's reach to Government Health Center increased from 42.11% to 94.66%.
		In the last one year women reach to Block Administration increased from 2.44% to 91.99%.
		Learner understanding on gender issues increased from 34% to 57.84%
4	Dairy	92.43% of enrolled learners animal husbandry.
		In starting of WL intervention 50.88% Learners have MPC membership which enhanced to 67% till the end of 1 st Phase.
		57.88% of Learners out of Learners having Dairy Membership learned capability to understand MPP Slip.
		Percentage of Learners having knowledge how dairy decides Milk Price increased from

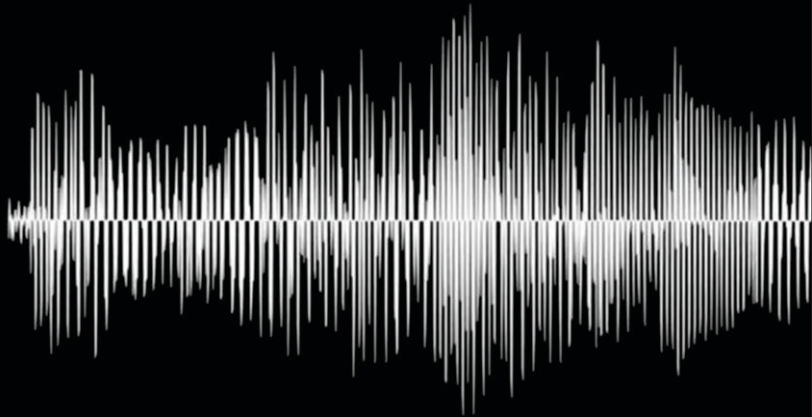
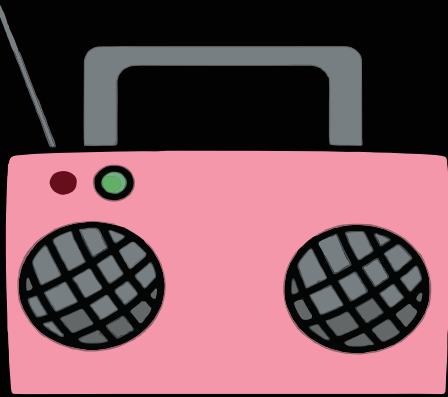
		16.17% to 62.85%.
		Percentage of Learners having knowledge how milk is measured at MPP increased from 29.47% to 58.40%.
5	Technical Mediums	Percentage of Women having capability to use mobile phone increased from 3.67% to 90.43%.
		Percentage of Women having capability to see correct time on clock increased from 7.56% to 84.32%
		Percentage of women having capability to read all necessary tings from calendar increased from 1.11% to 64.40%.
		Learners Having Knowledge of how to use Pregnancy kit increased from 9.45% to 93.33%
		Learners having Capability to read thermometer increased from 6.23% to 90.66%
		Learners having knowledge of Weighing scale increased from to 92.99%





Apart from the quantitative indicators, there are a number of qualitative indicators that show that the program has brought a transformation in the lives of women. It would be relevant to present the various aspects of impact, which are evidence of changes that the program has brought-

Widening of Horizons



This is the most prominent change at the level of newly literate women. Women who used to remain confined within the boundary of home, at the most hamlet, have started getting literacy at WLC. The Intervention of Women Literacy Program has provided the women exposure to the world beyond their family and hamlets. Many Women visited different government institutions for the first time in the last one year after they became part of the Literacy Centre. Digital Literacy provided them the opportunity to learn how to use mobile phone and other digital equipments which expanded their boundaries of learning. Thus, widening horizons is the most prominent change at the level of women enrolled at the Literacy Centre.

Scan here to watch video



WLC Learner reading text message on mobile.



Usha (Newly Literate) Reading MPP Slip and Text Message received against supply of Milk at MPP.

There are multiple indicators that reveal that there is a substantial increase in the level of confidence among the women of the literacy center. It is an important point to say that before WL intervention, the women who feel fear in using the mobile phone now use the mobile for various purpose including call, message, video and audio etc. The Percentage of women coming to supply milk at MPP is extensively increased. The Awareness level about schemes available in the village is also increased. This is only possible by the mutual efforts of WLC and Learner. The increased level of confidence is evident in the entire body language of the women. The Experiences narrated by milk producer women show their confidence not only in the use of literacy in their day to day life but also for their work.

Scan here to
watch video



Self Esteem

Breaking Isolation

Due to illiteracy the women who were not willing to come out of their homes for their needful work and were dependent on others for the work gradually started to go outside for their needful work related to MPP, bank, hospital and block etc. It became possible after starting of WL centers. Through Literacy centers, women got the opportunity to expand and harness leadership. However, the women truly experience their 'strength' when they use their handwritten material for entitlements, to express their feeling and thoughts. In Starting, due to being illiterate, milk producer women had to depend on their family members and others for withdrawal of payment received in their bank account from MPC. They also had to request several times for their work. With the power of literacy, they got an opportunity to break the isolation & shackles of dependency. Now they started working on their own to meet their needs.





From Passive Victims to Active Stakeholders

It was evident while talking to women of the literacy center that they have become aware of their 'entitlements'. There are a number of instances, where center women have effectively intervened for their rights. In Shalhipur, the MPP owner was cheating the milk suppliers. Either he used to cheat them by manipulating the quantity of milk or he used to take milk brought by other members on his code. Learners of WLC who are also members of MPC intervened in the matter and complained against the MPP owner for termination of MPP. Learners also motivated their WL teacher to take ownership of MPP. Now WL Teacher is running MPP in Shalhipur.

Realization of Ownership

In the beginning, when Shwet Dhara Women Milk Producer Company was established in Pratapgarh, many women became its member and shareholder. Though they had the membership but did not have knowledge about the benefits of membership and Shareholding. The reason behind that was illiteracy and limited exposure to dairy. Sometimes when women went to supply milk they were manipulated, cheated and misguided by MPP owners. The women literacy intervention started for milk producer women and WLC established in MPP revenue villages. WLC has given the opportunity to Milk Producer women to become literate and to know about their membership and shareholding benefits given by company. Due to continuous efforts at WLC women learned reading, writing, measurement, calculations, to operate mobile phone and doing bank work etc. which eventually helped milk producer women in realization of their ownership in MPC. It is the impact of WL that inactive milk producers became active member, and potential Milk Producers have taken membership of MPC. Now newly literates are also keeping a record of payments they received from MPC against milk supply and utilizing the earning as per their requirement. In other terms, we can say that through WL intervention women have opened doors for financial independence.



Confidence to Take Initiatives

Along with social and financial issues Illiteracy plays as a gigantic obstacle in realizing the actual potential of women and also hinders the possibilities of taking initiatives as per their capability. Urmila and Laxmi both were the learners of Lauli WLC. Becoming literate at WLC, given them the confidence to take initiatives for entrepreneurship. Urmila started a tiny shop in her village and Laxmi started selling eggs in the market near to the village. Both of them are earning a good amount of money. Literacy is the main factor to make it possible.



Community Educators & Team Members





Since 1978



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