



## Sustainable Development Practices in Rural India: A Case Study of Jayapur village of Varanasi, India

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### Abstract

**Objective-** The objective of the study is to make analyses of the sustainable development and CSR practices undertaken by the corporates in making and developing Jayapur as a model village. The purpose of the case study is to equip the management students to focus on the practical approach of rural management through inclusive, sustainable growth and development of India made it possible through visionary leadership. The Case Study is based on primary and secondary data collected from the articles of the various newspapers. The multi-disciplinary approaches of management can be traced out in the case study. **Functional Areas-** The various concepts and perceptive of management from different domains can be studied through this Case- Study- Financial Inclusive and micro finance, Sustainable and Inclusive growth encompassing Ecological and Natural Resource Management. Apart from this, it projects an example of Visionary Leadership and Change Management, Good Governance and Corporate Social Responsibility. This study depicts the story of ordinary village of Varanasi named as Jayapur which was grappling with the problem of unaddressed issues like education, health, infrastructure, unemployment etc. This village was adopted by the honourable Prime Minister Narendra Modi under the 'Adarsh Gram Yojana' in which major development and infrastructural projects such as roads, hospital, school etc. have been coming up. The skill development and weavers training programmes have also been imparted to the women for making them self employed and developing the potential among them to get jobs opportunities for boosting the economy of rural India. The study focus on equal participation of corporate, public sector banks, government and local community together in the growth story of the ordinary village which has been totally transformed within a short span of time of 6 months and got its own identity proved to be a model village for others villages in India. This may create the viral affect and the government should spread the awareness message in other parts of the country through various social marketing campaigns that would help to bring the fruitful results in order to make the country in the line of developed nation.

**Key Words – Good Governance, Sustainable and Inclusive growth, Rural Management, Corporate Social Responsibility, Financial Inclusion**

### I. INTRODUCTION-

Jayapur is one of the villages in the Varanasi district situated in between the Varanasi and Mirzapur district around 25 km from the Varanasi. It spreads in area of 26,268 hectares having population of 3,205 according to 2011 census. The Literacy rate of this village is 71.36 percent, in that men's population is 85.12 percent and women's population is 52.27 percent. The cultivable land area is 268 hectares and there is only 1 primary level government school in the village. Jayapur was one of the first villages of Varanasi that Modi apparently heard of after getting a ticket from there for the Lok Sabha elections of 2014. When he came to know that a high-tension wire had "electrocuted" five people in Jayapur on April 13, 2014, he decided to adopt it. Later, it turned out that nobody died but three had received mild burns. However, by then the matter had been sealed. It was on November 7, 2014, that the village was adopted by Modi. Earlier nobody is familiar about this village as it suffered from the identity crises but now it came into limelight when honourable Prime Minister Mr. Narendra Modi decided to adopt this backward village of Varanasi under 'Adarsh Gram Yojana', now it has got its own identity. Under 'Adarsh Gram Yojana' some of the guidelines laid down by the government for adopting a village by MPs are as follows:- A village with a population of 3,000- 5,000 in the plains and 1,000- 3000 in the hills. Minister of Parliament can be chose any village except of their own or their spouse's. The guidelines also include making a village development plan, motivate villagers to participate in taking up the activities and use the Rs. 5 crore MPLAD fund and involve the corporate to undertake some activities for the development like Sewage and water supply schemes as a part of Corporate Social Responsibility. The vision of honourable PM Modi of

developing the villages in India under the 'Saansad Adarsh Gram Yojana' (SAGY) by Members of Parliament from both Houses adopted a village and develop one village into a model village by 2016 and two more by 2019. This is a demand driven, people's participatory scheme in which 800 parliamentarians can develop 2,500 odd villages. If the states are also running their own similar schemes with MLAs around 6000- 7000 villages could get developed. In this way one developed village can affect an entire area and viral effects could begin and change the shape of developing India, bring the country into developed country state.

Jayapur is one of the most backward villages of more than 1,000 families Like any other village in India, Jayapur was grappling with the unaddressed issues of health, education, low power supply, open defecation, unsafe drinking water and muddy roads etc. The village has two public toilets- one at the primary school and the other in the Panchayat Bhavan and only a dismal 5 percent of children from the village attend schools. The transformation of the village begun to take place after adoption it by the Prime Minister Narendra Modi. This village proves to be model for the other villages in India as it completely transform the shape of the rural India. People of this village never expected of this kind of development within a short span of time of 6 months. The slogan 'Achhe din' given by the Prime Minister Mr. Narendra Modi proves to be true atleast for the villagers of this village as development work begins. The VVIP's visited Jayapur for taking the progress report of this village and carried out the development work for further progress. The three dozen multi-disciplinary national and international teams have visited Jayapur on November 7, 2014. Two banks teams, one of Japanese experts and the other of urban development department from Delhi visited the village. These teams took the survey of the situation in the village for getting the development work to start. The foreign teams were mostly focusing on sanitation and economic upliftment of people of the village. They were trying to involve the people in this mission. District Magistrate Pranjal Yadav visits at least once a month, while the lekhpal, tehsildar, BDO and others are regulars to the village.

**Objective-**To make analyses of the sustainable development and CSR practices undertaken by the corporates in making and developing Jayapur as a model village

## II. METHODS

The data was collected from the respondents belonging to Jayapur village and asked from the villagers about the changing conditions in the quality of life of people before and after the sustainable development.

**1) Houses for Dalit families-** The village has newly built houses for the Dalit families having one- room quarters with a ceiling fan and a solar light with attached kitchen, bathroom and a small courtyard adorn the villagers. On the roof are water tanks. At the front is a landscaped park in the making and a temple. 14 Musahar families moved from their thatched huts to these homes. Musahars are categorised as Schedules Tribes in these parts. The solar powered houses will be an infrastructural delight to the needy. These houses are meant for tribal community that lives near forests, have allotted one-room pucca houses and move them into their houses. This area has been nominated as 'Atal Nagar'.

**2) Post Office-** Jayapur now has a post office with its own Pin Code and three leading banks have opened branches in the village. Gram Pradhan inaugurated the Post Office in the village.

**3) Bio-Toilets-** The customized Bio-toilets are brought from Gujrat have been installed at many places in the village. However, Jayapur is still to accomplish the task of having a toilet in every household. There is a plan of 16 toilets to be installed at public places, out of which work on 8 toilets has been completed. All three Safai Karamchari's are at work to ensure that Prime Minister's Swachh Mission is a success in his adopted village.

### **4) Primary school in Jayapur**

The government is planning to have a digital school in Jayapur which will be turned to be a model school of the villages in India. However, there are no educational institute at high school and colleges level for higher education, students have to travel miles to reach neighbouring villages for the same and that is being looked into. The abandoned primary government school in the village has got a fresh coat of bright

paint. New classrooms and infrastructure like desks, chairs, blackboards and toys for nursery children have come up in the school.

5) **Benches-** The village has got new benches with the PM's name and slogans etched on them, installed at the main temple as well as around the panchayat bhawan.

6) **Roads-** Besides solar street lights, ponds and bio-toilets, there are number of construction activities in the village, from solar plants for each household to a new road with interlocking tiles in a stretch of 18-km lanes of the villages, this change have triggered competition among neighbouring villages to undertake similar development projects.

#### 7) Improving the condition of weavers with Skill Development program

On December 25, 2014, the government decided to celebrate Good Governance Day, the Textile Ministry started a programme to train women weavers for enhancing their skills in making daris. The government is trying to revive the dying weaver community in the Varanasi, which was famous for its intricate work of art in the form of Banarasi sarees and provide a training for making new handloom. In this regard online shopping websites are being convinced to sell their product online without intermediaries so that the local community get the best prices for their work. In Delhi also, weavers had been invited to show and sell their handcraft carpets and banarsi sarees.

#### 8) Bus service

A new bus stop, sponsored by the Department of Posts, is under construction. The new buses have been running from the village to the nearest city Varanasi that would increase the connectivity and make the journey less hectic.

9) **The apple of Modi's eye-**Modiji had also gifted 100 Kashmiri apple tree saplings to the villagers that can be cultivated the heavenly fruit making them both healthy and wealthy to Jayapur. Many of the saplings planted are withering in the scorching heat. But some villagers have lovingly erected bamboo enclosures around the saplings to protect them from troublesome weeds and stray goats hoping that they will ultimately bear fruit. Modiji will change the history what's is written in Geography books if his bid to grow apples in Varanasi succeeds.

10) **Banks-**Jayapur now has three banks- Union Bank and Syndicate Bank and State Bank of India. SBI has opened a 'Tiny Branch', while Union Bank of India will soon move into a new building. Union bank of India is the first Bank to open branch in Jayapur. It have been opened 1900 account of the villagers (Total Population of Jayapur is 4000) under PM's Jan Dhan Yojana.

11) **Water supply to each household of villagers-** An under-construction overhead reservoir has been built for supplying piped water to every household in the near future. There is a solar pump near the under-construction 'Panchayat Bhawan' which fills in ample water in an overhead tank. A 20,000-litre overhead water tank is being raised, and within six to eight months, every household has been promised a water connection.

#### 12) Community Awareness Programmes and Advertisements

The Prime Minister dream project like Swacch Bharat Abhiyan and cleanliness drive for making toilets for girls and advertisements of different nationalized banks, their schemes and union-government run schemes like the 'Sukanya Samridhi', Jan Dhan Yojna' and the three social security schemes and community awareness programmes has been promoted through Giant wall painted advertisements.

13) **Solar street lights-** In a village of 700-odd families, there are 135 solar street lights have come up.

14) **Documentary on village's development story -** A movie is being made on Jayapur and National and international banks and NGOs are heading towards Jayapur to be a part of the development story. Jayapur Gram Pradhan with a film crew who would be shooting in the village. The director of the film '*Jayapur ka Jalwa*' has roped in famous Bhojpuri Actor Manoj Tiwari- who is also a BJP MP from Delhi- as the lead artist in his movie and was willing to shoot few songs in the village because of its recent significance.

15) **Hospital** with ultra modern technology has come up in the village so that villagers do not need to travel so far for their treatment.

16) **An Anganbadi Centre-** An earthquake resistant building of thousand sq. feet has been constructed named as Nand Ghar for women and kids of Jayapur would serve as model for other Anganbadis. The adjacent anganwadi centre, which used to operate from a room, also is newly painted, and has freshly tiled floors, and colourful plastic chair and table sets for children.

17) Other proposed works include a Women's College and the officials of other departments and various upcoming development schemes have been planned to come up in the village.

18) The BSNL is going to install its tower in the village so that local residents can use mobile phones. Only 30 per cent of villagers, however, use mobile phones.

### III. DISCUSSION

However the villagers never dreamed and expected of this kind of development. Despite of the fact that progress and development work begun at the face pace, there are few more authentic and genuine expectations of the villagers also. The educated youths have to migrate to the metros or urban cities for getting the employment opportunities. That's why villagers demanded construction of factories in the village so that the youth of the village will get jobs opportunities in the village itself. The village doesn't get regular power for more than 8-10 hours a day in the summer, and lesser in winter. But it now has more than 100 solar streetlights. At least 600 LED bulbs will be supplied soon. People were happy to be recognized now and to be adopted by Modi himself is a matter of prestige to them. This village, which was an unknown hamlet in an unknown corner of the 'temple city' is now basking in pride as everyone-national and international banks and NGOs- is heading towards Jayapur to be a part of the development story. The scenario of the village has been changed now, the villagers introduce themselves as resident of 'Modi ka Gaon' (Modi's Village). The officials not only give them respect, but they make sure that their grievances are addressed within stipulated time. The Prime Minister himself monitoring and taking keen interest in supervising development schemes in the village regularly take a feedback about the progress made in the development work. The villagers are demanding that impetus should be given to the cottage industry in the region.

### IV. FINDINGS

#### **Corporate houses voluntarily showing interest in developing the village as a part of Corporate Social Responsibility**

The houses for the poor people and new toilets in most homes in the village have been constructed undertaken mostly by Corporate Social Responsibility wings of major companies. The companies based in Mumbai and Kolkata, a host of firms from Surat are involved in the infrastructure efforts. Among those involved in building of the new Jayapur are Goldie Green (a Surat-based solar streetlight company), Gautam Solar (that has a tie-up with Union Bank of India for solar streetlights), Allansons (a Mumbai-based food products company that is helping construct housing units for Vanvasis), and Prestar Kolkata (based in Kolkata, which is providing the bio-toilets). Golden Green has installed 100 solar streetlights in Jayapur. The streets too got new solar-powered lights, sponsored by the Union Bank of India's CSR wing. At the house of the village head Durgavati Devi, solar power panels imported from China could be seen lined up for installation works. Solar-powered lanterns were distributed to villagers. Union Bank of India's 100 per cent solar energy-run branch have extended Rs 50 lakh worth of loans to villagers and have deposits worth Rs 80 lakh. Syndicate Bank branch, had opened 300 accounts for villagers under the Jan Dhan Yojana. Easy loans were being processed for farmers and small business owners to boost the local economy. The Indian Institute of Vegetable Research (IIVR), Sahansapur, had adopted Jayapur for an improved variety of tomato. "The land holdings are not too large because of frequent divisions within the family. Therefore, it is a good choice for vegetables, which give better yield in small spaces. The seed of wheat grain was send to the Gram Panchayat by the agricultural department of Banaras Hindu University. The high quality seed was distributed to the villagers according the size of the land they owned.

### V. CONCLUSION

The work and change is visible on the ground within 10 months after adoption of village by PM. Jayapur surely is going to be the model among all the villages adopted under 'Sansad Adarsh Gram Yojana'.

Jayapura was little heard of until the Prime Minister adopted it. But the lucky village has now received a visible boost in rural banking, road construction and solar power projects. In one of the article published in the newspaper, the reporter visited the village seen the change not only at the level of infrastructure but also good values among the children have been inculcated after a visit of Prime Minister Narendra Modi and villagers said that “Jab se Modi ji gaon me aaye hai, bacchon ne khaana khaane se pahle haath dhona shuru kar diya hai”. (After Modi ji visited our village kids have started washing their hands before every meal). This would bring the change in the future generation to follow him as an ideal leader. The visible infrastructure boost that “Modiji ka gaon,” as Jayapura is popularly called, has got in the last few months has infused hope among villagers. The village exhibits an ideal model of sustainable development by saving electricity and installing eco- friendly solar street lights and providing solar lights at home. The inclusive growth for providing the homes for the poor family of Schedule Tribes and opening an account in banks, easy availability of loans for the farmers and small businessmen helps in raising the economic upliftment of poor people. Good Governance leads the country to the path of development by encouraging the participation of corporate houses, local people and the government. This would transform the shape of rural India and displayed how the leader can bring the change for the progress and development of the country in a fair, transparent and ethical manner and boost the economy of the country.

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